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RADIO DIARY STUDY 1955

Report No. 235

June 15, 1956

RESEARCH STAFF
OFFICE OF PUBLIC AFFAIRS
AMERICAN EMBASSY

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INTRODUCTION

Purpose

Presented herewith is a report on the third radio diary survey to be carried out in West Germany and West Berlin. The study had two aims:

a) to investigate general radio listening habits and VOA and RIAS shares in that totality, and

b) to determine the characteristics of VOA and RIAS listeners and to learn their judgment of the two stations' output.

Methodological Notes

As in the previous studies, undertaken in 1953 and 1954, the major part of the data is based upon the radio listening diary technique It requires respondents to record over a given period of time, when, and to which stations they have listened. The technique has the advantage of providing more reliable indications of radio listening behavior than is possible to obtain through simply asking the respondent questions about his listening habits. An improvement in reliability is achieved because of the elimination of the errors attendant upon the respondent's attempts to recall his actual behavior.

A novel experiment, however, was instituted this year. It combined the radio diary technique with coincidental interviewing of another representative cross section sample in West Germany and West Berlin. The resulting material thus provided reveals comparisons between the two different methodological approaches. It can be said that the experiment clearly confirmed the higher reliability of the diary technique. But inasmuch as this report will confine itself to the results of the radio diary survey, a treatment of the methodological problems will be reserved for a special report at a later date.

The diary employed in the present study fractionated the seven days of one week into 15 minutes' intervals. While it provides considerable detail on program listening, it is also realized that it provides approximations as to variations in listening within this measuring unit. This is the case when the programs are shorter than 15 minutes. Respondents were asked to make their entries under the following rule: if a program is heard for at least 5 minutes, it must be recorded as a 15 minutes' interval; but if a program is heard for less than 5 minutes it is not to appear in the diary.

Sampling and Interviewing

The West German sample encompassed 1,545 cases, 1,362 of whom indicated that they listened to the radio either in their own apartment or in another apartment of the same house. These 1,362 radio listeners were asked to keep a radio diary of their listening habits during the week between October 17 and October 23, 1955. Of these, 1,219 respondents agreed to keep a diary, and a total of 1125 actually did.

For West Berlin the respective figures are: Out of the representative sample consisting of 591 cases, 563 professed to listen to the radio in their own apartment or in another apartment of the same house. Of 563 radio listeners in West Berlin, 540 accepted the diary and a total of 498 actually kept it.

Respondents who had actually listened to VOA during the test week or said that they had done so during the last 4 weeks were interviewed in a follow-up questionnaire. The resulting total of 206 VOA listeners in West Germany and 321 in West Berlin furnish the basis for the groups called "Total VOA Audience."

The survey is based on a representative cross section sample of the West German and West Berlin radio audiences and was conducted during the month of October 1955. As usual, interviewing was done by DIVO - Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey research organization working under contract with the Research Staff

Interviewing was done between October 7 and October 20 in West Germany and between October 21 and November 1 in West Berlin.

Cautionary Note

Many of the questions reported on were asked in West Germany and in West Berlin. When comparing the results, however, readers should keep in mind that the West Berlin sample is basically different from the West German sample in regard to its sociological composition. Whereas all respondents in West Berlin are members of a metropolitan population, the sample in West Germany represents the entire country. Thus many of the differences found between the opinions of the two groups may be attributable simply to the fact that residents of big cities by virtue of this fact and the circumstances attendant to such an environment think along other lines than people living in the country or in smaller communities.

S U M M A R Y

I - General Listening Habits

West Germany

The general pattern of radio listening was found to be much the same as in the previous study. NWDR* remains - by far - the leading station. Local stations, of course, are always heard most within their own areas.

West Berlin

Radio habits in West Berlin are also largely the same as last year. RIAS remains the station to which almost every radio listener tunes in, while Sender Freies Berlin has taken over those who formerly used NWDR's Berlin outlet - and is the second most listened to station. Careful editing of the diaries revealed that three-quarters of the listeners mainly heard RIAS programs during the test week, while most of the remainder mainly heard SFB.

II - 'Voice of America' Audience

The radio diary showed that in October 1955 less than one-tenth of the radio listeners in West Germany, but over one-third in West Berlin had actually listened to the VOA during the test week. This is the level found in 1953 but under that for 1954. A total of just under two-tenths of the radio listeners in West Germany and slightly under two-thirds in West Berlin either listened during the test week or claimed that they had heard the VOA during the previous month.

The group considered the "Total VOA Audience" was not particularly enthusiastic about the programs, as the majority said they liked the program "well" passing over the more enthusiastic categories of "very well" or "extremely well". The programs they liked best were "Americana" - reports on life and conditions in the U.S.

* NWDR is no longer in operation as such - it has been divided into two separate stations: NDR and WDR, a distinction which many listeners have not yet learned to make.

Among the VOA audience, one person in eight in West Germany and one out of four in West Berlin said that he had learned something from the programs which gave him a better understanding of American policy.

III - RIAS Audience

RIAS and Sender Freies Berlin run one, two in West Berlin popularity. For the most part, West Berliners want information rather than entertainment from RIAS and they prefer to have it objective and factual without editorializing.

Those who prefer SFB over RIAS do so because of the entertainment features.

In every direct comparison of RIAS and SFB, RIAS comes out ahead - e.g. RIAS is cited as a better source of information by a 2:1 margin, and RIAS is chose by an 8:1 margin as the best source of information for Soviet Zone residents. Despite the establishment of SFB, almost three-quarters of West Berlin radio listeners say that RIAS is just as necessary as before.

What little criticism there is of RIAS programs centers around the musical programs.

Section I. - General Listening Habits

a. in West Germany

NWDR* STILL LEADING RADIO STATION OF WEST GERMANY....
EAST ZONE STATIONS SUFFER THE GREATEST LOSS....

As was revealed in previous years, the largest percentage of West Germans (59%) listen to the programs of NWDR at some time or other during a given period. This percentage is more than twice that found for any other station. Radio Munich and Radio Frankfurt, the two next most popular stations have only one-quarter of the radio listening audience in Western Germany.

The overall pattern of listening is found to be much the same this year as last year. Not only is the percentage of the public listening to a given station fairly much the same this year as last, but the average number of hours which the listeners to each station spend listening to that station's programs appear to be pretty much the same.

What little decrease in general listening there may be (about 10% less in October 1955 as against the previous May 1954 total) seems to have been suffered most by Radio Stuttgart, SWF, the VOA, and the Eastern Stations. Proportionately the greatest loss was suffered by the East Zone stations. Not only did the percentage of the population listening to them drop from 8% to 4%, but those people who still listened now spend less time on the stations. Whereas the average listener to an East Zone station in May 1954 spent 2.6 hours per week listening to those stations, the listeners who were left in October 1955 only spent an average of 1.3 hours per week. As far as the other stations which suffered a percentage loss are concerned, those listeners who remained faithful listened as long as the slightly larger group had done the previous year.

* NWDR is no longer in operation as such. It has been divided into two separate stations - NDR and WDR: a distinction which many listeners have not yet learned to make.

	SIZE OF AUDIENCE (% of West German Radio Listeners)		AVERAGE AMOUNT OF LISTENING (Average hours per week) Based upon Listeners to Station	
	May 54 (1013)	Oct 55 (1125)	May 54 (1013)	Oct 55 (1125)
Average Listener			19.9	17.8
STATIONS:				
NWDR**	60%	59%	18.7	16.8
MUENCHEN (Munich)	27	25	12.2	10.9
FRANKFURT	25	25	7.4	7.8
SWF (Sued-West-Funk)	25	21	4.4	4.7
STUTTGART	23	18	5.7	8.1
VOA	10	7	.6***	.5***
BREMEN	6	6	4.7	5.4
RIAS	4	3	2.7	1.1
SFB ("Sender Freies Berlin")+	-	*	-	.4
BFN (British Forces Network)	4)	12	2.7)	2.6
Other Western Stations	14)		2.9)	
Eastern Stations	8	4	2.6	1.3
	206%@	180%@		

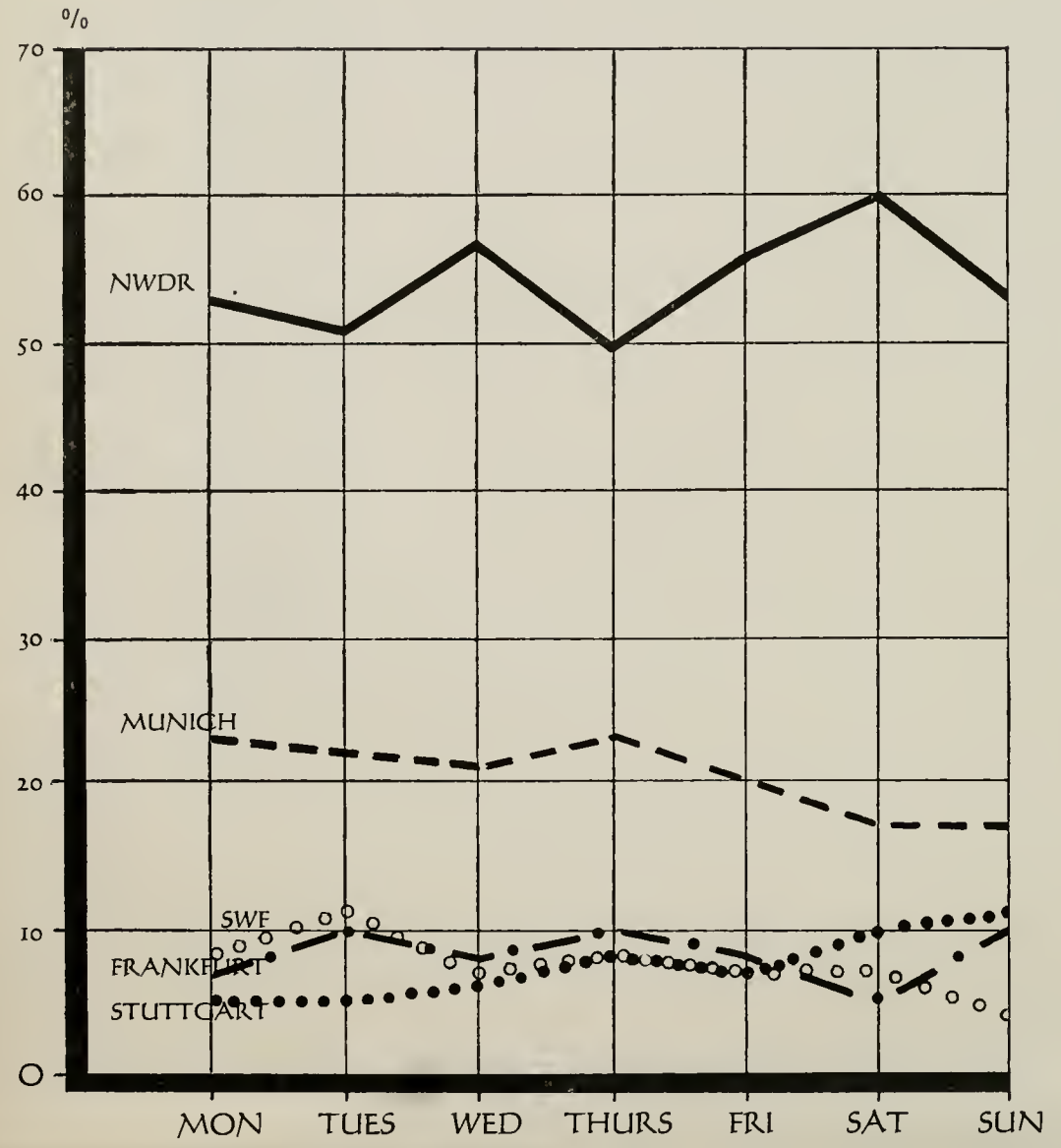
* Less than one half of one percent.
** This category includes AM NWDR; FM North and FM West.
*** Only on the air six days a week for 15 minutes each day.
@ Respondents listened to more than one station.
+ SFB ("Sender Freies Berlin") was established in 1955.

STATION POPULARITY.....

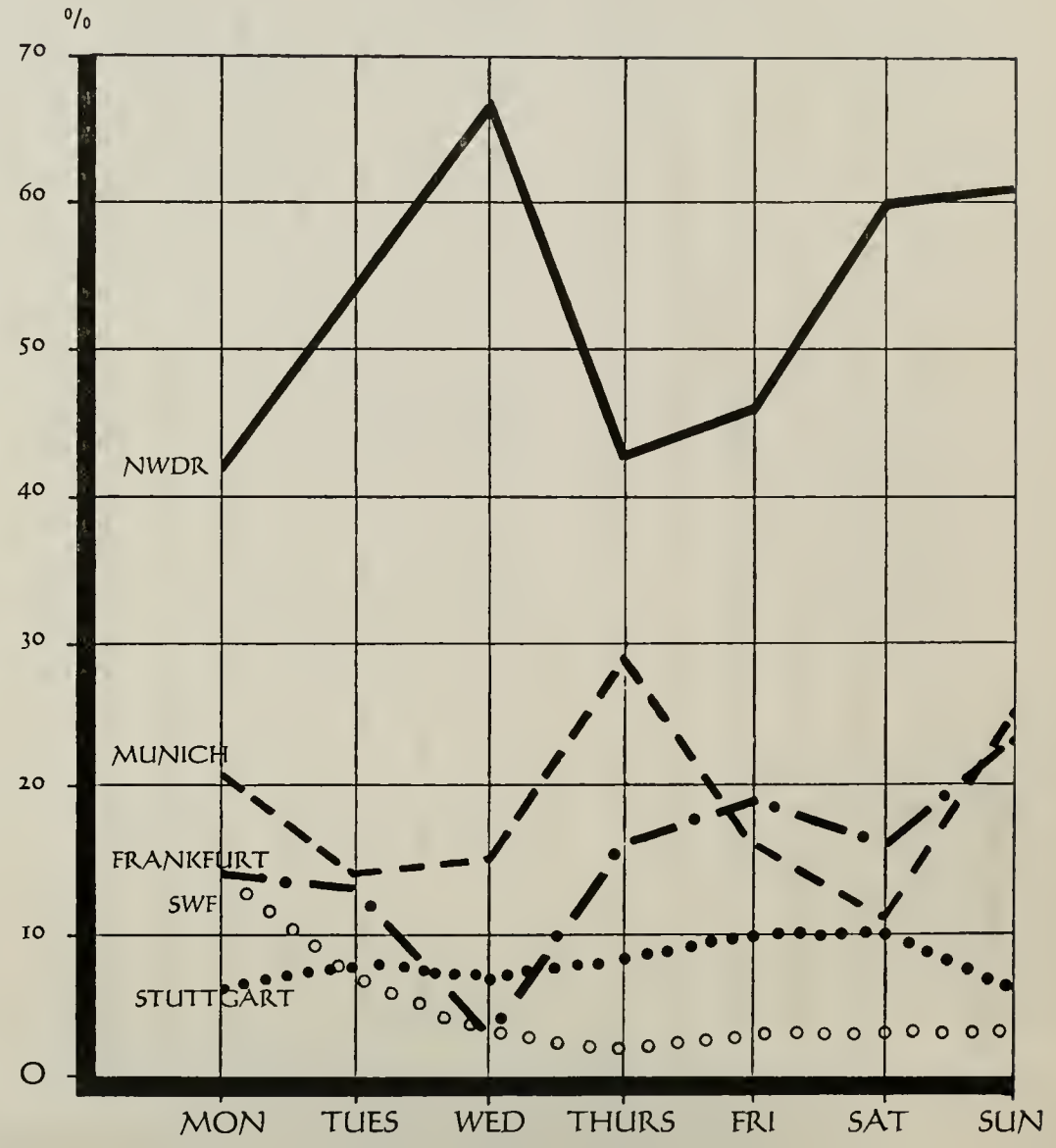
While the previous table gives an overall idea of the popularity of the individual West German radio stations, considerable fluctuation does exist depending upon the time of day and day of the week that is being examined. The following charts showing station popularity at 1300 hours and at 2000 hours for the five leading stations of West Germany (averaged over the test week) already give an indication of the variations to be found when detailed analysis of station standings are made.

The many graphs which will be found in the Appendix give the percentage of radio listeners tuned in to each of the main radio stations for each day of the test week, for each fifteen minute period of the day. These curves have been superimposed upon a graph showing the percentage of all radio listeners listening to the radio at that particular time on that particular day. Anyone interested in the standing of a certain station at a particular time on a definite day of the week can find that information by examination of the graphs.

STATION-POPULARITY AT 1300 HRS
IN WEST GERMANY



STATION-POPULARITY AT 2000 HRS
IN WEST GERMANY



LOCAL STATIONS ALWAYS LISTENED TO MOST IN LOCAL AREAS ...

Cross tabulation of station listening by respondent's Land of residence clearly indicates that the various local radio stations are indeed heard most often within their own localities. Cross-listening does occur, however, generally to the next closest station. Such cross-listening is most common where station ranges overlap, and occurs most often in Hesse, Wuerttemberg/Baden, Baden and Rhineland/Palatinate.

Listening to Radio Stations in West Germany by Laender

STATION:	WEST GERMANY May 54 (1013)	WEST GERMANY May 55 (1125)	Bavaria May 54 (185)	Bavaria Oct 55 (192)	Hesse May 54 (79)	Hesse Oct 55 (128)	Wuertt./Baden May 54 (78)	Wuertt./Baden Oct 55 (98)	North Rhine/Westphalia May 54 (324)	North Rhine/Westphalia Oct 55 (339)	Lower Saxony May 54 (153)	Lower Saxony Oct 55 (166)	Schleswig/Holstein May 54 (47)	Schleswig/Holstein Oct 55 (54)	Hamburg May 54 (43)	Hamburg Oct 55 (46)	Bremen May 54 (7)	Bremen Oct 55 (14)	Baden May 54 (30)	Baden Oct 55 (20)	Rhineland/Palatinate May 54 (49)	Rhineland/Palatinate Oct 55 (40)	Wuertt./Hohenzollern May 54 (18)	Wuertt./Hohenzollern Oct 55 (28)
NWDR@	60%	59%	3%	9%	35%	23%	9%	15%	95%	97%	93%	91%	96%	100%	98%	94%	100%	85%	13%	10%	21%	32%	6%	11%
Munich	27	25	93	91	20	22	40	34	7	8	4	2	2	2	-	2	-	-	37	20	12	12	44	29
Frankfurt	25	25	11	12	93	90	5	21	28	18	19	13	-	2	-	-	-	8	17	5	71	66	-	7
Sued/West Funk	25	21	9	7	48	42	31	41	28	13	7	4	9	4	7	2	-	8	47	70	88	86	44	53
Stuttgart	23	18	25	18	15	14	92	94	6	3	2	1	-	-	-	-	-	-	90	40	65	32	89	61
Bremen	6	6	-	-	-	1	-	1	1	1	30	29	13	6	5	4	100	85	-	-	-	-	-	-
BFN	4	1	1	-	-	-	1	-	6	1	5	1	8	2	16	4	-	7	-	-	-	2	-	-
RIAS	4	3	3	3	8	2	-	3	3	2	7	1	2	-	-	2	-	8	7	-	2	12	6	7
AFN	1	2	3	4	3	5	3	2	1	*	1	1	-	-	-	-	-	8	-	-	-	-	-	-
VOA	10	7	28	13	24	16	16	21					1	1							9	3		

* Less than one half of one per cent.
@ This category includes NWDR AM, FM North and FM West.

MAJORITY USE NWDR AS THEIR MAIN STATION....

As might be surmised from the fact that NWDR is heard by more Germans than any other station, a majority (51%) use it as their main station. Far behind in rank order come Radio Munich, Frankfurt and Stuttgart with 16%, 12%, and 9% respectively.

STATION	WEST GERMANY (1125)
NWDR	51%
Muenchen (Munich)	16
Frankfurt	12
Stuttgart	9
SWF (Sued-West-Funk)	4
VOA	-
Bremen	1
RIAS	-
SFB ("Sender Freies Berlin")	-
Other Stations	1
Non-Listeners during test week	6
	100%

b. West Berlin Listening Habits

RIAS STILL LEADING RADIO STATION IN WEST BERLIN....
SENDER FREIES BERLIN REPLACES NWDR....

The latest radio diary shows that as in past years RIAS is listened to by almost every West Berliner (96%). RIAS's listeners, however, appear to be spending slightly less time per week in listening to its broadcasts now. In both 1953 and 1954 RIAS's listeners spent an average of almost 18 hours a week tuned to the station. The most recent figure is only around 14 hours per week.

Sender Freies Berlin, which was established in June 1955, appears to have taken over completely from NWDR. The figures would seem to indicate that those who formerly listened to NWDR have gone over en masse to SFB rather than to RIAS or any other station.

The East Zone stations are holding their position in West Berlin with somewhat over a tenth (13%) listening to them, for an average of about 2½ hours per week.

STATION	SIZE OF AUDIENCE (% of West Berlin Radio Listeners)			AVERAGE AMOUNT OF LISTENING (Average hours per week) Based upon Listeners to Station		
	May 53 (485)	May 54 (488)	Oct.55 (498)	May 53 (485)	May 54 (488)	Oct.55 (498)
RIAS	99	96	96	17.8	17.7	13.9
NWDR	84	75	7*	10.6	8.5	2.9*
SENDER FREIES BERLIN	-	-	78*	-	-	8.4*
EAST ZONE STATIONS	9	14	13	1.7	1.8	2.4
Other stations	15	12	13	3.4	3.1	2.7

* In June 1955 the NWDR Station Berlin closed down and instead Sender Freies Berlin was established.

THREE-QUARTERS USE RIAS AS THEIR MAIN STATION....

The preeminence which RIAS enjoys with the population of West Berlin can be seen most clearly by the fact that three-fourths (74%) of the West Berliners listen mainly to it. Sender Freies Berlin is the next most often used station.

STATION	WEST BERLIN (498)
NWDR	*%
Muenchen (Munich)	-
Frankfurt	-
SWF (Sued-West-Funk)	-
Stuttgart	-
VOA	-
Bremen	-
RIAS	74
SFB ("Sender Freies Berlin")	22
Other Stations	1
Non-Listeners during test week	3
	100%

* Less than one half of one percent.

Section II - 'Voice of America' Audience

a. Size and Characteristics

LESS THAN A TENTH OF RADIO LISTENERS IN WEST GERMANY, BUT OVER ONE-THIRD IN WEST BERLIN HEARD VOA DURING THE WEEK ...

Entries in the radio diary revealed that 7 per cent of the West German and 36 per cent of the West Berlin respondents heard the "Voice of America" program at least once during the test week.

A follow-up query asked of those who had not listened to VOA during the test week showed that another 35 per cent of the West German radio listeners and 53 per cent of the West Berliners had heard the VOA during the past year. In this group are 11 per cent in West Germany and 28 per cent in West Berlin who claimed to have listened during the past four weeks, if not during the actual test period.

	West Germany (1125)	West Berlin (498)
"Voice of America" heard at least once during test week	7%	36%
"Voice of America" not heard during test week	93	64
	100%	100%

IF VOA not heard:
"Did you listen to the 'Voice of America' during the past year?"

	West Germany	West Berlin
Yes	35%	53%
No	58	11
	93%	64%

IF VOA heard:
"Did you listen to the 'Voice of America' during the past four weeks or didn't you?"

	West Germany	West Berlin
Yes	11%	28%
No	24	25
	35%	53%

LACK OF TIME, DISINTEREST, ARE REASONS MOST FREQUENTLY ADVANCED FOR NOT LISTENING TO VOA ...

The respondents who were found not to have listened to the VOA during the past four weeks but heard it some time during the course of the past year were invited to explain why they had not tuned in on the program recently. Answers concentrate around the lack of time or interest.

IF VOA heard:
"Did you listen to the 'Voice of America' during the past four weeks or didn't you?"

IF "No":
"Why haven't you listened to the 'Voice of America' recently?"

	VOA listeners who did not listen during last four weeks			
	West Germany		West Berlin	
Reasons Indicating Potential Listener				
No time at present	10%		11%	
Hours inconvenient	*		2	
Program not objective	*		1	
Reception poor	2		1	
	12%		15%	
Reasons Indicating Not Likely to Listen				
Not interested in this program	6		8	
Prefer music	1		4	
Not interested in politics	*		1	
	7%		13%	
Indeterminate				
Radio too old	*		1	
Miscellaneous answers	2		2	
No answer	4		1	
	6%	25%@	4%	32%@

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

IF VOA heard:
"Did you listen to the 'Voice of America' during the past four weeks or didn't you?"

IF "No":
"Why haven't you listened to the 'Voice of America' recently?"

	Based Upon All Listeners	
	West Germany	West Berlin
I have little or no time at present:	10%	11%
"We have been so busy lately taking out potatoes that we didn't find the time." "I was prevented from doing so by harvesting work." "My mother is sick, therefore I haven't the time, but I'm still interested in it." "I haven't much time to spare during the summer as I'm a bricklayer."		
The broadcasting hours are inconvenient for me:	*	2
"Because usually I'm not at home at that time of the day. I work out of town and I get home only at this hour or even later." "At that hour I cannot spare the time because I've got to cook dinner." "I'm not at home. I don't get home from the shop before 7 o'clock, today it was an exception." "Because our bakery isn't closed until after 7 p.m." "No, because it's just at suppertime."		
Programs are no longer objective:	*	1
"Because they don't offer objective reports any more."		
Reception is poor:	2	1
"Very poor reception, programs fade out frequently so that they are hardly audible any more." "There are jammings and disturbances in the Stuttgart region." "Because broadcasts often are jammed." "Poor reception, too much jamming."		
I have never been interested in this program, nor does it interest me now:	6	8
"I'm not interested, I switch to another station whenever I happen to tune in to the VOA." "I'm not interested in hearing about the broadcasting van moving about in America." "Because I'm not interested in it." "My husband and I don't think much of it. I'm not interested in the program." "I'm just not interested."		

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	Based Upon All Listeners	
	West Germany	West Berlin
I prefer to listen to other programs (stations), especially musical programs:	1%	4%
"In the evening I only listen to music." "My sons want to hear music and so they turn the dial as soon as there is any spoken program." "After working hours, I want to enjoy myself and so I listen to music." "It's not that I have anything against the 'Voice of America', but I like to have some musical 'fountain' splashing pleasantly while I'm studying." "I prefer to listen to nice music."		
I'm not interested in political programs:	*	1
"I've been disappointed by politics, all that's going on there is just humbug." "It's a political program and I'm not interested in politics." "I'm not interested in politics."		
Our radio set is too old:	*	1
"Our 'Mende' set is too old." "Our set is a 1937 type. It's too old and we can't get the program."		
Other answers:	2	2
"I was away on a trip, and normally I just listen to what I manage to tune in. I have an old set." "We hardly ever listen to the radio at that time." "I used to listen to it quite often, but lately I couldn't find the station any more because it is no longer listed in the radio magazine."		
No opinion/No answer:	4 25%@	1 32%@

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

ONE HALF OF VOA AUDIENCE IN WEST GERMANY AND EIGHT OUT OF TEN IN WEST BERLIN LISTEN AT LEAST ONCE A WEEK ...

Every other person in the VOA audience was found to be a regular listener in that he listened at least once a week. Most of these people actually listen several times a week (32%). Only a small fraction (9%) hear the VOA less than once a month.

Indeed impressive are the corresponding figures for West Berlin. There, 58 per cent of the VOA listeners hear the program several times in one week and 21 per cent once a week. The group of people who tune in less than once a month is infinitesimal (2%).

"Approximately how often do you listen to the 'Voice of America'?"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA Audience (206)
Several times a week	44%	24%	32%
Once a week	13	21	18
1 - 3 times a month	25	42	35
Less than once a month	5	12	9
No opinion	13	1	6
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA Audience (321)
Several times a week	66%	47%	58%
Once a week	15	28	21
1 - 3 times a month	7	21	13
Less than once a month	2	3	2
No opinion	10	1	6
	100%	100%	100%

ONE OUT OF SEVEN LISTENING TO THE RADIO AT 18:45 HEARD VOA ...

Approximately one out of seven West Germans who listen to the radio at all at the time of VOA broadcasts tunes in to hear the VOA.

Listeners during broadcast hours of VOA

West Germany

	Average (1125)	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Listen to VOA	3%	2%	3%	4%	3%	2%	2%
Listen to other programs	18	22	20	17	18	17	15
Don't listen to radio	79	76	77	79	79	81	83
	100%	100%	100%	100%	100%	100%	100%

LESSENED VOA AUDIENCE IN 1955 AS LARGE AS IN 1953 ...

The VOA audience, which rose in 1954, has fallen to what it was in 1953. In the former French Zone of occupation, it has dropped even below the level found in 1953.

1953 - 1954 - 1955 Trend in Size of VOA Audience

	West Germany			Former U.S. Zone			Former British Zone			Former French Zone		
	53	54	55	53	54	55	53	54	55	53	54	55
	1159	1013	1125	384	342	418	648	574	619	127	97	88
Monday	3%	4%	2%	9%	11%	4%	*%	-%	1%	1%	2%	3%
Tuesday	3	4	3	8	11	6	*	-	*	6	4	2
Wednesday	3	4	3	6	12	5	1	*	1	3	2	1
Thursday	3	4	3	8	11	6	*	*	*	3	3	-
Friday	3	4	2	6	12	5	*	*	*	3	3	-
Saturday	3	3	2	8	10	6	*	-	1	4	3	-
Cumulative weekly audience	6%	10%	7%	15%	24%	15%	2%	1%	1%	6%	9%	3%

* Less than one half of one per cent.

LISTENING IN THE FORMER U.S. ZONE ...

In the former U.S. Zone of occupation where the VOA audience is largest and enough cases exist for a division into the various Laender, the pattern recognized above for West Germany repeats itself.

Only in Wuerttemberg/Baden does a slight increase in VOA listeners seem to have occured in relation to both 1953 and 1954 returns.

	Former U.S. Zone								
	Bavaria			Hesse			Wuerttemberg/ Baden		
	53 (190)	54 (185)	55 (192)	53 (100)	54 (79)	55 (128)	53 (94)	54 (78)	55 (98)
Monday	9%	11%	3%	10%	13%	4%	9%	7%	5%
Tuesday	9	12	6	6	10	6	9	8	7
Wednesday	7	13	4	5	15	5	12	4	7
Thursday	8	11	4	9	15	7	9	5	7
Friday	8	13	4	6	10	6	7	9	5
Saturday	10	10	6	8	11	7	4	7	4
Cumulative weekly audience@	16%	28%	13%	11%	24%	16%	17%	16%	21%

@ Sunday not mentioned as VOA not transmitted in West Germany on Sundays.

RADIO MUNICH LEADING STATION FOR HEARING VOA ...

In determining over which West German station the VOA listeners hear the program, it should be noted that the pattern follows the rank order established for radio listening in general.

RIAS, the only Berlin station broadcasting VOA programs, is heard by the entire Berlin VOA audience since West German radio stations are hardly audible there.

"Over which station do you hear the 'Voice of America' as a rule? (Mostly?)"

	West Germany		
	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
Station:			
Radio Munich	31%	37%	35%
Radio Frankfurt	26	27	26
Radio Stuttgart	29	23	26
Radio Bremen	6	6	6
RIAS	1	3	2
Other stations	--	1	*
No opinion	7	3	5
	100%	100%	100%

* Less than one half of one per cent,

b. Opinion of VOA

VOA LISTENERS NOT PARTICULARLY ENTHUSIASTIC ABOUT THE PROGRAMS ...

Considering the fact that they are VOA listeners, it is surprising to find that the majority (58%) are lukewarm in their evaluation of the program, and that fully as many say they like the "Voice of America" "very or extremely well," as say they do not like the programs (15%). The West Berliners are but slightly more enthusiastic about the broadcasts. There, too, the majority (60%) said they liked the programs "well" rather than very or extremely well (28%).

"How do you like the 'Voice of America'? Extremely well, very well, well, not so well, or don't you like it at all?"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
Extremely well	5%	2%	3%
Very well	11	12	12
Well	49	65	58
Not so well	16	12	13
Not at all	1	2	2
No opinion	18	7	12
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
Extremely well	11%	3%	8%
Very well	23	16	20
Well	58	64	60
Not so well	6	13	9
Not at all	2	1	1
No opinion	*	3	2
	100%	100%	100%

* Less than one half of one per cent.

"AMERICANA" PROGRAMS LIKED BEST ...

Replies are numerous and varied to the open-end queries about what the respondents liked in the VOA broadcasts and what they disliked about them.

Reports on life and conditions in the United States are named most frequently as well liked. The "question hour" and political news as well as commentaries are also cited frequently.

"What do you like about the 'Voice of America'?"

Summary Table

	Total VOA Audience	
	West Germany (206)	West Berlin (321)
The reports on life and conditions in the United States	21%	48%
The question hour	14	7
The political news and commentaries	8	13
The objective reporting	6	8
The variety of the program	6	7
The form of presentation	5	9
The program is up-to-date	5	7
Social programs	2	22
Its friendly attitude toward Germany	1	3
Other and general answers	8	6
No opinion/No answer	27	8
	103%@	138%@

@ Some respondents gave more than one answer.

"What do you like about the 'Voice of America'?"

	Total VOA Audience	
	West Germany	West Berlin
The reports on life and conditions in the United States:	21%	48%
"I like the interesting programs about the American people, how they live, and things like that." "You can listen to first-hand reports on America. That's much more agreeable than reading them in the papers." "It delivers informative reports about life and cultural activities in the States." "Through the 'Voice of America' you get to know what's going on in the States." "The broadcasts on general developments, on daily events and the economic programs are excellent." "I like the broadcasts dealing with life in America, the high standard of living, mechanization and modern farming methods."		
The question hour:	14	7
"It gives comprehensive answers to questions asked by German listeners." "In general, I'm pleased with the whole program. But I'm especially interested in the 'Question Hour'." "The answering of the letters to the editor."		
The political news and commentaries:	8	13
"I like the political commentaries of the 'Voice of America'. They are neutral and presented in a matter-of-fact style." "The VOA broadcasts are good, especially the commentaries." "The political broadcasts of the VOA give a true picture of political developments."		
The objective reporting:	6	8
"The objective way of reporting is good. There is no glossing over facts, and no beating about the bush." "The VOA reports are not only comprehensive, but presented in a pleasant, easily understandable form." "The VOA reports objectively."		
The variety of the program:	6	7
"Its varied program dealing with subjects covering all fields." "The VOA deals with subjects, German stations usually neglect." ""The variety of its program."		

(Cont'd on next page)

(Cont'd from preceding page)	Total VOA Audience West Germany	Total VOA Audience West Berlin
The form of presentation:	5%	9%
"The VOA programs have such a natural, refreshing flair." "I like the popular form of its offerings, I'm thinking, for instance, of the way two people discuss problems." "I like the natural way in which the programs are offered, and besides I appreciate the first rate musical programs."		
The program is up-to-date:	5	7
"Its broadcasts are up-to-date, thus helping people to keep up with developments." "VOA always offers the latest news." "It often delivers the latest reports, especially on sports events."		
Special programs:	2	22
"The broadcasts for philatelists." "The sports news." "The programs on technical matters, or those dealing with developments in the medical sector, about remedies, cures, etc. are particularly good." "I like the musical programs."		
Its friendly attitude toward Germany:	1	3
"The VOA has a genuine understanding for the situation in Germany." "I like their friendly attitude toward us." "I like the program that deals with the exchange of ideas between the two nations."		
Other and general answers:	8	6
"Oh well, I like everything the VOA offers; but the moment the program ends, I've forgotten all about it." "The commentator Peter von Zahn."		
No opinion/No answer:	27	8
	103%@	138%@

@ Some respondents gave more than one answer.

MOST CAN THINK OF NOTHING THEY DISLIKE ABOUT VOA ...

A majority of all VOA listeners either expressedly state that they find no fault with the VOA program or can think of nothing to say when they were encouraged to describe what they don't like about the VOA.

Of those who do voice criticism the largest group refers to difficulties of a more technical nature, such as poor transmission. The "propaganda" element hardly came into the picture.

"What don't you like about the 'Voice of America'?"

Summary Table

	Total VOA Audience	
	West Germany	West Berlin
The poor transmission	7%	6%
The snug way of describing America	4	4
The political programs	4	2
Uninteresting programs (general)	3	6
The propaganda	3	3
Program presentation	2	2
Musical programs (jazz)	1	10
The question hour	1	1
Other answers	6	3
Everything is disliked	2	1
Nothing - everything is liked	17	46
No opinion	50	18
	100%	102%@

@ Some respondents gave more than one answer.

"What don't you like about the 'Voice of America'?"

	Total VOA Audience	
	West Germany	West Berlin
The poor transmission:	7%	6%
"The 'Voice of America' is so difficult to receive. It's drowned by the other stations." "It is often jammed by interfering stations." "The reception isn't clear enough." "The programs often fade out."		
The smug way of describing America:	4	4
"It always describes America as the ideal country, whereas we here are regarded as country bumpkins." "Over there everything is supposed to be better than here." "The Americans are so conceited."		
The political programs:	4	2
"Political programs don't interest us at all." "I'm not especially interested in politics, and they offer nothing but political programs." "Political commentaries."		
Uninteresting programs (general):	3	6
"Programs about subjects which don't interest people." "They often offer programs in which I have only little interest." "They offer many programs which leave us completely cold."		
The propaganda:	3	3
"They shouldn't make so much propaganda in favor of America." "Political reports are tinged with propaganda." "The commentaries sound so much like propaganda." "They make political propaganda against Russia. The Americans mean to be very smart about that." "They want to make certain things appear in a more favorable light."		

(Cont'd on next page)

(Cont'd from preceding page)	Total VOA Audience West Germany	West Berlin
Program presentation:	2%	2%
"Often the program arrangement is not to my taste. It's so exaggerated." "They too often present their programs in the form of dialogues." "The tone of conversation between Margot and her male colleagues is sometimes sharp and irritated."		
Musical programs (jazz):	1	10
"I dislike their program when that 'wild' American music is played." "The exaggerated jazz programs." "The jazz music." "The Negro music."		
The question hour:	1	1
"The replies to the sometimes very stupid letters from listeners." "The question-and-answer program on Saturdays is downright childish."		
Other answers:	6	3
"The references to offerings in the Amerika-Haeuser." "They should offer more details." "Programs are too short."		
Everything is disliked:	2	1
Nothing - everything is liked:	17	46
No opinion/No answer:	50	18
	100%	102%@

@ Some respondents gave more than one answer.

ONLY ONE THIRD OF WEST GERMAN VOA LISTENERS AS AGAINST TWO-THIRDS OF WEST BERLIN VOA LISTENERS SAY MORE EMPHASIS IS PLACED ON FACTS ...

Of the total VOA audience in West Germany only 36 per cent say that more emphasis is placed on facts than on propaganda in VOA programs. Between the two out of ten VOA listeners who believe there is more emphasis on propaganda and the two-tenths who believe that both, facts and propaganda, are equally represented there is a sizeable group seeing a large element of "propaganda" in the VOA. No difference is apparent between the opinions of listeners who heard VOA during test week and those who professed to have listened to VOA during the past four weeks.

The West Berlin VOA audience sees much more objectivity in these same programs, for almost two-thirds (64%) say there is more emphasis on facts.

"What is your impression: Does the 'Voice of America' put more emphasis on propaganda and less emphasis on facts, or does it put more emphasis on facts and less emphasis on propaganda?"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
More emphasis on propaganda	20%	22%	21%
More emphasis on facts	35	37	36
Both the same	23	22	22
No opinion	22	19	21
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
More emphasis on propaganda	12%	14%	13%
More emphasis on facts	67	61	64
Both the same	14	20	17
No opinion	7	5	6
	100%	100%	100%

PREPONDERANT GROUP OF WEST GERMAN AND MAJORITY OF WEST BERLIN VOA AUDIENCE BELIEVES VOA DEPICTS UNITED STATES AS IT IS ...

VOA reports on America seem trustworthy and reliable to 41 per cent of the VOA audience in West Germany and to 69 per cent of Berlin listeners. They say that VOA depicts America as it really is. Two out of ten VOA listeners believe that VOA tries to a small degree to give a favorable picture.

Apparently those who heard the program during the test week, as opposed to those who heard it some time during past four weeks, have more faith in the truthfulness and objectivity of VOA.

> "Do you have the impression that the 'Voice of America' depicts America as it really is or do you have the impression that VOA gives too favorable a picture of America? (IF "Too favorable a picture": Does the VOA try to do this to a great degree or to a small degree?)"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (204)
Depicts as it really is	46%	37%	41%
Tries to a small degree to give a favorable picture	18	28	24
Tries to a great degree to give a favorable picture	11	17	15
No opinion	25	18	20
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
Depicts as it really is	72%	65%	69%
Tries to a small degree to give a favorable picture	17	28	21
Tries to a great degree to give a favorable picture	6	3	5
No opinion	5	4	5
	100%	100%	100%

WEST GERMAN STATIONS CONSIDERED MOST RELIABLE IN CRISIS SITUATION ...

In the case of a crisis situation, the majority (56 per cent) of West German VOA listeners would rely on the news of the West German stations. A considerable number (24 per cent) would also listen to the news of the Swiss Broadcasting System. While the VOA lags behind (strictly speaking the 'Voice of America' is not a station) it was selected more often than the BBC - by 6% as against 1%.

No one in West Germany, the results seem to indicate, would turn to Radio Moscow for reliable news in a crisis situation.

> "Supposing some time in the future another very serious political crisis should occur - something that might lead to a new world war: Which station would you chiefly rely on in that case in order to keep up with developments?"

	West Germany		
	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
Most reliable station			
West German stations	59%	55%	56%
Radio London (BBC)	1	1	1
'Voice of America'	7	5	6
Swiss Broadcasting System (Beromuenster)	16	29	24
Radio Moscow	-	-	-
No opinion/No answer	17	10	13
	100%	100%	100%

RADIO MOSCOW THOUGHT LEAST RELIABLE SOURCE OF INFORMATION BY WEST GERMAN VOA AUDIENCE ...

Half of the ballots of the West German respondents name Radio Moscow as the least reliable station for information. Scattered nominations totalling less than ten per cent each accrues to each of the other stations.

> "Supposing some time in the future another very serious crisis should occur - something that might lead to a new world war: Which station is least reliable?"

	West Germany		
	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
Least reliable station			
West German stations	4%	4%	4%
Radio London (BBC)	3	3	3
'Voice of America'	7	6	7
Swiss Broadcasting System (Beromuenster)	11	3	6
Radio Moscow	46	51	49
No opinion/No answer	29	33	31
	100%	100%	100%

PREPONDERANCE OF WEST BERLINERS WOULD RELY ON RIAS NEWS ...

In Berlin, RIAS (39%) outweighs Station Free Berlin (17%) and the West German radio stations when it comes to the hypothetical crisis situation. Every tenth West Berlin VOA listener would rely on the VOA broadcast in the case of crisis while only one in twenty names the BBC. Again no one in West Berlin names Radio Moscow in answer to this query.

	West Berlin		
	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
Most reliable station			
West German stations	12%	15%	14%
SFB (Station Free Berlin)	14	20	17
RIAS	47	29	39
Radio London (BBC)	5	6	5
'Voice of America'	11	9	10
Swiss Broadcasting System (Beromuenster)	8	10	9
Radio Moscow	-	-	-
No opinion/No answer	3	11	6
	100%	100%	100%

THREE QUARTERS OF WEST BERLIN VOA AUDIENCE NAME RADIO MOSCOW AS LEAST RELIABLE NEWS SOURCE ...

More than three quarters of West Berlin's VOA respondents consider Radio Moscow to be the least reliable news source in case of political crisis. The number of respondents who name other Western stations as least reliable amounts to only two to three per cent in each case

	West Berlin		
	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
Least reliable station			
West German stations	-%	1%	*%
SFB (Station Free Berlin)	3	-	2
RIAS	2	5	3
Radio London (BBC)	1	4	2
'Voice of America'	2	4	3
Swiss Broadcasting System (Beromuenster)	1	1	1
Radio Moscow	80	72	77
No opinion/No answer	11	13	12
	100%	100%	100%

* Less than one half of one per cent.

AMONG VOA AUDIENCE ONE IN EIGHT IN WEST GERMANY AND ONE IN FOUR IN WEST BERLIN RECEIVED BETTER UNDERSTANDING OF U.S. POLICY ...

A total of 13 per cent among VOA listeners in West Germany and 25 per cent in West Berlin said that the VOA broadcasts contributed to their understanding of U.S. policy.

"Have you ever found that you learned something from the 'Voice of America' program which led you to a better understanding of American policy?"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
Yes	13%	12%	13%
No	74	87	81
No opinion	13	1	6
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
Yes	23%	26%	25%
No	77	74	75
No opinion	--	-	-
	100%	100%	100%

COMMENTS ...

Various opinions were obtained when a follow-up question was asked of those who said that their understanding of U.S. policy was better owing to VOA broadcasts. Some explained that the VOA promoted political understanding in general, others applauded the VOA for providing insight into America's foreign policy.

> "Have you ever found that you learned something from the 'Voice of America' which led you to a better understanding of American policy?"
>
> IF "Yes":
> "Can you give me some examples of what you learned?"

Summary Table

	Total VOA Audience	
	West Germany	West Berlin
The 'Voice of America' promoted political understanding	2%	2%
The VOA provided an insight into America's foreign policy and into political developments in other countries	2	2
The VOA gave an insight into America's policy	2	1
The VOA provided an insight into American conditions (the democratic system, administration, etc.)	1	11
Other answers	1	3
No opinion/No answer	5	7
	13%@	26%@

@ Some respondents gave more than one answer.

"Have you ever found that you learned something from the 'Voice of America' which led you to a better understanding of American policy?"

IF "Yes":
"Can you give me some examples of what you learned?"

	Total VOA Audience	
	West Germany	West Berlin
The 'Voice of America' promoted political understanding:	2%	2%
"Some brief news items were offered in a clearer and more precise way and I acquired a better knowledge of the political situation." "Yes, the information I got through it improved my general political understanding."		
The VOA provided an insight into America's foreign policy and into political developments in other countries:	2	2
"I could understand America's relations to foreign countries. I think their political course is right." "I heard Eisenhower's declaration on East/West tension, speeches by Dulles and Eisenhower."		
The VOA gave an insight into America's German policy:	2	1
"Its comments on Adenauer's trip to Moscow gave me an insight into the motives of American policy." "Adenauer in Moscow, I liked the VOA's review of the situation. Above all, it helps you to arrive at a better understanding of America's German policy." "I appreciate the policy of the United States because they support us and would make common cause with us."		
The VOA provided an insight into American conditions (the democratic system, administration, etc.):	1	11
"I heard about the democratic system and the way it functions." "The structure of their federal system and the different ways of legislation and the like." "I learned about the relations between the 48 states. To the Americans their democratic system is a matter of course." "The way the Senate and the Congress work."		
Other answers:	1	3
"I learned something from the 'question-and-answer' program on Saturdays." "The McCarthy case and racial problems."		
No opinion/No answer:	5	7
	13%@	26%@

@ Some respondents gave more than one answer.

ONE OUT OF SEVEN HAD VIEW OF UNITED STATES CHANGED ...

The impact of VOA broadcasts should not be underestimated. It was found that one in seven listeners in West Germany and West Berlin was aware of a change in some of his views or impressions of the United States and attributes the change to some program of the VOA.

"Have you ever found that any of your views and impressions about America have been changed by a program of the 'Voice of America'?"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
Yes	13%	16%	15%
No	74	83	79
No opinion	13	1	6
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
Yes	13%	12%	13%
No	86	88	87
No opinion	1	-	*
	100%	100%	100%

* Less than one half of one per cent.

KINDS OF OPINIONS CHANGED ...

The change in opinion was in most cases a function of more intimate knowledge of the American scene. Several aspects of life in the United States are named as examples: the functioning of democracy, the way of life, labor relations, etc. Some respondents simply declare that VOA provided them with a more favorable impression of America.

> "Have you ever found that any of your views or impressions about America have been changed by a program of the 'Voice of America'?"
>
> "Could you give me an example?"

Summary Table

	Total VOA Audience	
	West Germany	West Berlin
I have a clearer idea of the Americans and their way of life	5%	6%
I am better informed on the functioning of democracy	2	-
My ideas on the wage situation and labor relations were corrected	1	2
I have a different idea of the Negro problem now	1	1
I know that the U.S. shows a positive attitude towards Germany	1	*
I received a more favorable picture of America	*	2
Other answers	2	1
No opinion/No answer	3	2
	15%	14%@

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

"Have you ever found that any of your ideas or impressions about America have been changed by a program of the 'Voice of America'?"

"Could you give me an example?"

	Total VOA Audience	
	West Germany	West Berlin
I have a clearer idea of the Americans and their way of life:	5%	6%
"Yes, I know more about the American people now." "I've found out that over there people are much the same as we are. They have the same worries and problems we have." "Now I know that the American way of life is completely different from the way I had pictured it from my contacts with the occupation powers." "I now have an idea of how the American workers live."		
I am better informed on the functioning of democracy:	2	-
"I learned some things about what rights the people have in influencing the course of the government." "In the past I hadn't known much about how a democratic system functions."		
My ideas on the wage situation and labor relations were corrected:	1	2
"I learned new things about the wage situation and employer/employee relations." "I heard that the money doesn't grow on trees in the U.S., either, you have to work hard in order to get on in life. Ideas on this point were corrected." "Contrary to those tales you hear about that country over there, the 'Voice of America' tells the naked truth. They inform people that professional life in the U.S. is just as tough a struggle as it is over here."		
I have a different idea of the Negro problem now:	1	1
"I found that the Negroes do not lead such a miserable life as people often say." "I received an idea of the racial pattern of the U.S."		

(Cont'd on next page)

(Cont'd from preceding page)	Total VOA Audience West Germany	West Berlin
I know that the U.S. shows a positive attitude towards Germany:	1%	*%
"I found that America's attitude towards Germany has undergone a change for the better." "It became clear to me that the Americans have done a lot to help us Germans." "I learned that the Americans promote the interests of the German workers and aren't interested in the capitalists only."		
I received a more favorable picture of America:	*	2
"I now have a more favorable notion of America." "In the past I didn't think highly of the United States while today I do." "I take a friendly interest in the U.S. now." "I didn't know anything about the U.S. in the past. Now after having listened to this program I have received a generally favorable idea of the country."		
Other answers:	2	1
"I heard that immigrants are also drafted to serve in the U.S. army." "I found that the Americans support the colonial peoples in their fight for freedom."		
No opinion/No answer:	3 15%	2 14%@

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

ONE OUT OF FIVE WEST GERMAN LISTENERS BUT MAJORITY OF WEST BERLIN VOA LISTENERS WANT DAILY BROADCASTS ...

ONE THIRD IN WEST GERMANY WOULD BE SATISFIED WITH A WEEKLY BROADCAST ...

Whereas one in five West German listeners (21%) welcome a daily broadcast by the VOA, every second respondent in West Berlin (51%) thinks that the program should be transmitted daily. It should be noted that the single largest percentage among the West German VOA listeners indicated a preference for a weekly VOA broadcast (33%).

"In your opinion, how often should the 'Voice of America' be broadcast?"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
Daily	27%	18%	21%
About three times a week	21	19	20
About once a week	21	40	33
Less than once a week	12	19	16
No opinion/No answer	19	4	10
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
Daily	55%	43%	51%
About three times a week	26	24	25
About once a week	14	25	19
Less than once a week	3	6	4
No opinion/No answer	2	2	1
	100%	100%	100%

LESS THAN HALF OF WEST GERMAN VOA AUDIENCE WOULD REGRET IT IF THE 'VOICE OF AMERICA' WERE DISCONTINUED ...

As far as 48 per cent of its West German (and 70 per cent of its West Berlin) audience are concerned the VOA broadcast should not be discontinued. They say that they would regret it if the West German radio stations decided not to transmit the VOA any more. However, that leaves over half (52%) of the West German audience and 30% of the West Berlin audience who would not care if the broadcasts were discontinued.

"Supposing the German radio stations which have broadcast the 'Voice of America' up till now would not include the VOA in their programs any longer. Would you regret that or would you not regret that? (Regret it very much or somewhat?)"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
Regret it very much	18%	10%	13%
Regret it somewhat	27	39	35
Would not regret it	33	42	38
No opinion	22	9	14
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
Regret it very much	37%	27%	33%
Regret it somewhat	36	38	37
Would not regret it	24	35	28
No opinion	3	-	2
	100%	100%	100%

LARGE MAJORITY FAVORS 15-MINUTE PROGRAMS ...

. . .

The majority of the West German (65%) and the West Berlin (61%) listeners favor the present length of the broadcast. They think it should last 15 minutes, just as it does. Yet advocates of a longer program, lasting 30 minutes, are numerous.

"About how long should, in your opinion, the VOA broadcast last?"

West Germany

	VOA Listeners test week (82)	VOA Listeners last 4 weeks (124)	Total VOA audience (206)
For 5 minutes	2%	6%	5%
For 15 minutes	61	69	65
For 30 minutes	10	15	13
No opinion	27	10	17
	100%	100%	100%

West Berlin

	VOA Listeners test week (180)	VOA Listeners last 4 weeks (141)	Total VOA audience (321)
For 5 minutes	1%	2%	1%
For 15 minutes	61	60	61
For 30 minutes	35	34	34
No opinion	3	4	4
	100%	100%	100%

Section III - RIAS Audience

a. Size and Composition of Audience

EVERY WEST BERLINER HEARS RIAS ...

In West Berlin, 99 per cent of the respondents indicated that they usually listen to RIAS; 87 per cent hear the newly established Radio Free Berlin which replaced the Berlin studio of NWDR in 1955. Soviet Zone radio stations are heard by 18 per cent of the Berliners, while NWDR still attracts an audience of 13 per cent.

RIAS EDGES SFB AS STATION LIKED BEST ...

For 41 per cent of the West Berlin radio listeners RIAS is the station liked best, whereas SFB is best liked by 35 per cent. Soviet Zone radio stations achieve only one per cent.

"To which stations do you usually listen?"

"And which of the stations to which you usually listen do you like best?"

	West Berlin (498)	
	Usually listen to	Like best
RIAS	99%	41%
Radio Free Berlin (SFB)	87	35
NWDR	13	2
Munich (Bavarian Radio)	1	*
Frankfurt (Hessian Radio)	1	-
South West Station	1	-
Stuttgart (South German Radio)	2	-
Radio Bremen	*	-
East Zone Radio stations	18	1
Other stations	13	1
No opinion	*	20
	235%©	100%

* Less than one half of one per cent.

© Some respondents named more than one station.

Characteristics of RIAS and SFB Listeners

Based on -
"Which of the stations to which you usually listen do you like best?"

	RIAS (202)	SFB (172)	Others (22)	No opinion (101)
Sex:				
Men	68%	52%	50%	56%
Women	32	48	50	44
	100%	100%	100%	100%
Education:				
Elementary school	72%	68%	68%	72%
High school w/o Abitur	22	25	21	18
Abitur, university	6	7	11	10
	100%	100%	100%	100%
Income:				
Up to 299 DM	41%	30%	36%	31%
300 to 399 DM	18	26	27	27
400 to 599 DM	24	24	14	20
600 DM and more	14	19	23	18
No answer	3	1	-	4
	100%	100%	100%	100%
Opinion Leadership Scale:@				
Very active	6%	10%	9%	5%
Somewhat active	25	24	36	22
Remainder	69	66	55	73
	100%	100%	100%	100%
Socio-Economic Status:				
Upper class	2%	4%	4%	8%
Middle class	31	38	37	34
Lower class	67	58	59	58
	100%	100%	100%	100%
Age:				
18 to 29 years	12%	23%	36%	18%
30 to 39 years	13	16	23	9
40 to 49 years	23	19	9	19
50 to 59 years	21	25	14	27
60 years and over	31	17	18	27
	100%	100%	100%	100%
Family Status:				
Single	18	17%	32%	16%
Married	58	61	50	64
Widowed	16	12	9	13
Divorced/Separated	8	10	9	7
	100%	100%	100%	100%
Occupation:				
Professionals	*%	2%	9%	3%
Businessmen	6	8	9	13
White-collar workers	14	18	14	17
Skilled laborers	8	15	14	14
Semi-skilled laborers	13	11	17	6
Housewives	26	20	14	19
Pensioners; retired	21	19	14	19
Others	12	7	9	9
	100%	100%	100%	100%

@ Determined by political and organizational participation.
* Less than one half of one per cent.

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	RIAS (202)	SFB (172)	Others (22)	No opinion (101)
Party Preference:				
SPD	42%	40%	27%	33%
CDU/CSU	27	31	32	30
FDP	6	9	14	4
Other parties	3	2	14	5
No party	9	12	4	12
No answer	13	6	9	16
	100%	100%	100%	100%
Religion:				
Catholics	17%	13%	14%	11%
Protestants	69	71	72	75
Others	2	2	5	1
No religion	12	14	9	13
	100%	100%	100%	100%
Origin:				
Natives	85%	82%	68%	88%
Expellees; refugees	15	18	32	12
	100%	100%	100%	100%

Characteristics of Those West Berliners Who Listen Mainly to -

	RIAS (370)	SFB (107)	Other stations (8)	Non-listeners during test week (13)
Sex:				
Men	60%	51%	50%	77%
Women	40	43	50	23
	100%	100%	100%	100%
Education:				
Elementary school	72%	66%	50%	77%
Beyond elementary school	28	34	50	23
	100%	100%	100%	100%
Income:				
Up to 299 DM	40%	21%	13%	61%
300 to 399 DM	22	27	37	8
400 to 599 DM	21	30	25	15
600 DM and more	14	22	25	16
No answer	3	-	-	-
	100%	100%	100%	100%
Opinion Leadership Scale:©				
Very active	7%	9%	-%	8%
Somewhat active	25	24	25	23
Remainder	68	67	75	69
	100%	100%	100%	100%
Socio-Economic Status:				
Upper class	4%	5%	13%	8%
Middle class	35	34	25	15
Lower class	61	61	62	77
	100%	100%	100%	100%
Age:				
18 to 29 years	14%	29%	50%	-%
30 to 39 years	13	17	13	15
40 to 49 years	21	17	12	23
50 to 59 years	23	23	13	46
60 years and above	29	14	12	16
	100%	100%	100%	100%
Family Status:				
Single	17%	21%	37%	16%
Married	61	58	50	38
Widowed	14	8	-	38
Divorced/Separated	8	13	13	8
	100%	100%	100%	100%
Occupation:				
Professionals	3%	3%	-%	-%
Businessmen	9	5	13	7
White-collar workers	15	19	-	32
Skilled laborers	10	18	25	7
Semi-skilled laborers	10	17	25	7
Detectives	22	21	25	24
Others	31	17	12	23
	100%	100%	100%	100%

© Determined by extent of political and organizational participation.

(Cont'd from preceding page)

	RIAS	SFB	Other stations	Non-Listeners during test week
Party Preference:				
SPD	40%	36%	13%	53%
CDU/CSU	29	30	37	23
FDP	7	7	13	-
Other parties	3	2	12	8
No party	9	17	25	8
No answer	12	8	-	8
	100%	100%	100%	100%
Religion:				
Catholics	14%	15%	13%	15%
Protestants	72	68	87	62
Others	2	2	-	-
No religion	12	15	-	23
	100%	100%	100%	100%
Origin:				
Natives	85%	85%	50%	92%
Expellees, refugees	15	15	50	8
	100%	100%	100%	100%

b. Opinion of RIAS

INFORMATION MAINLY SOUGHT FROM RIAS ...

By and large RIAS listeners want the station to serve as a source of information rather than entertainment. While three out of ten (29%) say it should primarily entertain its listeners, an equal group (28%) want it to offer both entertainment and information. On the other hand, a total of 39% think primarily in terms of information.

"In your opinion, what should be the chief task of RIAS?"

Summary Table

	West Berlin (498)	
RIAS should primarily entertain its listeners - the stress should not be on political programs	29%	
RIAS should offer entertainment as well as informative programs	28	57%
RIAS should inform its listeners on the latest developments in the fields of politics, culture and science	21	
RIAS should primarily be a source of information for East Zone residents - it should act as a connecting link between East Zone and West Germany	16	67%
RIAS should report on the situation in Berlin	2	
Other answers	5	
No opinion/No answer	8	
	109%©	

© Some respondents gave more than one answer.

COMMENTS IN DETAIL....

"In your opinion, what should be the chief task of RIAS?"

West Berlin

RIAS should primarily entertain its listeners - the stress should not be on political programs: 29%

"First of all, RIAS should offer pleasant light music, for you learn what's going on on the political scene when reading the papers."
"RIAS should devote itself to providing entertainment. It should refrain from laying particular stress upon political programs."
"They should bring more light musical programs and fewer political commentaries. They should help people to forget about humdrum everyday life.
"In times of peace radio stations should entertain people and help them to relax. The newspapers can take care of the political angle. In times of war, I guess it's all right, but when there is peace I feel we needn't swallow that stupid political stuff for hours on end."
"It's my opinion that RIAS should offer a lot of popular music, operettas and hit tunes, especially in the evening."

RIAS should offer entertainment as well as informative programs: 28

"I think RIAS is doing fine. It should continue in its present vein. It supplies accurate and objective news and also offers nice entertainment and pleasant music."
"RIAS should present topics of current interest and political programs as well as good entertainment. The program 'The Old Man and the Sea' was excellent. I wonder why they do not offer something like that more often."
"They should bring the news so that listeners will know what's going on in the world and also present light musical programs which everybody enjoys.
"RIAS should supply information as well as entertainment. That is to say, it should offer news programs and commentaries as well as reports and lectures, musical programs and radio dramas."
"It's RIAS' task to keep people informed on developments. The most important of all is the news program, but it should take up as little time as possible, and after that, RIAS should take care of the entertainment angle - mostly music - to these programs most of the time RIAS is on the air should be devoted."

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	West Berlin
RIAS should inform its listeners on the latest developments in the fields of politics, culture and science:	21
"Its chief task is to acquaint its listeners with cultural life, politics, other countries, social problems, and so on."	
"They should do a good job of enlightening people on economic and political developments."	
"They should always report on the newest developments throughout the world. I mean, they should keep us informed on the changing political situation."	
"RIAS should report on all that's new in the fields of politics and sciences."	
"It should supply objective news and information. It should bring even more items on other countries - news from all over the world."	
RIAS should primarily be a source of information for East Zone residents. It should act as a connecting link between East Zone and West Germany:	16
"It should go on serving the East Zone. People in the East Zone need RIAS to keep a stiff upper lip, and I feel that only RIAS can span a bridge between East and West."	
"RIAS should supply news from the West to the people who live in the East Zone in order to keep up a contact between the West and those people who endure the Soviet yoke."	
"RIAS should go on keeping people in the East Zone informed on developments in the political and economic fields as well as taking care of the human angle. It should fortify people's morale. People in the East Zone must never come to believe that they have been abandoned by the West."	
"It should always labor for the cause of the East and reunification so that people in the East will understand that the West thinks of them. That's the task of RIAS."	
RIAS should report on the situation in Berlin:	2
"Right now RIAS should attempt to keep the world informed on the problems Berlin has to cope with."	
"They should exhaustively report on everything that's happening in Berlin. They should supply information from the individual districts of the city."	
Other answers:	5
"They should guard our German traditions to make sure that we all will become true Germans again, the way we were in the past. That way we will not always accede to the wishes of other nations."	
"They should acquaint the younger generation in Germany with German folk songs and should once more give priority to German concerns."	
No opinion/No answer:	8
	109%©

© Some respondents gave more than one answer.

THOSE WHO THINK RIAS SHOULD SUPPLY THE SOVIET ZONE WITH INFORMATION MOST SATISFIED WITH ITS ACTIONS ...

In a follow-up question RIAS listeners were asked to state how well RIAS fulfilled the task which they just considered to be its primary one. Almost all who thought that RIAS should primarily supply Soviet Zone residents with information are satisfied with what RIAS has done in this respect. Those primarily interested in varied programs of information and entertainment, and those primarily desirous of receiving information from RIAS are also highly satisfied with the way RIAS operates. Advocates of entertainment, however, are much more dissatisfied with RIAS's role in fulfilling the task of entertaining its listeners.

	"Would you say RIAS fulfills this task or does not fulfill it?"					
"What should be the chief task of RIAS?	Fulfills task very well	Fulfills task satisfact.	Hardly fulfills task	Does not fulfill task at all	No opinion	No. of cases
Entertainment	11%	43%	37%	7%	2%..100%	143
Varied programs	37	55	7	1	-	101
Information in the field of politics, etc.	20	55	20	1	4	142
Source of information for East Zone residents	57	40	2	1	-	82
Other answers	25	47	16	6	6	32

MAJORITY THINKS RIAS SHOULD BE OBJECTIVE AND WITHHOLD EDITORIALIZING ...

A majority of 55 per cent want RIAS to record and report facts without voicing its own opinion and standpoint. A considerable group (42%) chose the other alternative. They think that RIAS should not leave Eastern propaganda uncontradicted but should rather assert its own opinions.

> "Two persons, Mr. Meier and Mr. Schmidt, are discussing the news programs and the political commentaries of RIAS. Which of these two views comes closest to your own opinion?"
>
> Mr. Meier: RIAS should restrict itself to a sober and objective recording of facts and should make its own opinions felt as little as possible.
>
> Mr. Schmidt: In its programs RIAS should always counteract Eastern propaganda and should emphatically assert its own opinion.

Mr. Meier	55%
Mr. Schmidt	42
Undecided	3
	100%

c. Comparison of RIAS and SFB

ENTERTAINMENT FEATURES BASIS FOR PREFERRING SFB ...

The respondents who had indicated a preference for SFB were asked to explain their preference. According to 15 per cent Radio Free Berlin was preferred to RIAS because of more frequent and better musical programs. Another 10% probably mean the same when they praise SFB for not broadcasting so many political programs. In a somewhat similar vein are still another 6 per cent who say that SFB offers more light programs and that these are of higher quality.

"To which station do you usually listen?"

IF "Radio Free Berlin and RIAS":
"And which of the stations to which you usually listen do you like best?"

IF "Radio Free Berlin":
"Why do you prefer Radio Free Berlin over RIAS?"

Summary Table

	West Berlin (498)
Because it offers more and better musical programs than RIAS	15%
Because it does not offer so many political programs	10
Because it offers more and better entertainment programs than RIAS	6
Because the SFB offers a good and greatly varied program	6
Because SFB offers more and better lectures	3
Because reception of SFB is better	3
Because SFB deals more thoroughly with Berlin problems	1
Other answers	5
No opinion/No answer	*
	49%C

* Less than one half of one per cent.

C Some respondents gave more than one answer.

COMMENTS IN DETAIL....

"Why do you prefer Radio Free Berlin over RIAS?"

	West Berlin
Because it offers more and better musical programs than RIAS:	15%

"I prefer this station because, with regard to musical programs, it offers more than RIAS."
"It offers better and nicer music, operettas, dance music and no jazz."
"I like its dance music better, SFB offers more dance music."
"SFB offers more in the way of popular music, whereas RIAS mostly brings modern music."
"SFB offers better music. Most of RIAS' musical programs are American dance tunes."

Because it does not offer so many political programs:	10

"Radio Free Berlin spares us this horrible political stuff. Of course, this subject can't be completely avoided, but at least they don't offer as much of it as RIAS does."
"RIAS has become a political station, very much like Berlin I and II. In the evening I want to relax and not to listen to so many political programs."
"RIAS has a stronger political tendency than SFB, SFB doesn't offer so many political programs."
"I like it best because it doesn't offer so many political programs."

Because it offers more and better entertainment programs than RIAS:	6

"I find SFB provides entertainment in an excellent manner and often offers radio dramas and serials."
"SFB is much like NWDR which, unfortunately we can't receive any more. It offers more entertainment programs and attaches more importance to providing real relaxation for its listeners."
"Especially for weekends the programs it offers are more entertaining, SFB brings much more humorous programs."

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	West Berlin
Because it offers a good and greatly varied program:	6%
"Radio SFB is going to develop into a station with pep and elan, I'm under the impression that they make great efforts to arrange the programs as comprehensive and varied as possible." "It changes its programs more often, whereas RIAS offers the same all the time."	
Because it offers more and better lectures:	3
"SFB's lectures are better and more interesting, for instance 'People and the Law'."	
Because reception of SFB is better:	3
"For technical reasons, its reception is better."	
Because it deals more thoroughly with Berlin problems:	1
"It is better adapted to the requirements of the people of Berlin."	
Other answers:	5
"Because it shows clearly a more German attitude than RIAS which is, after all, an American radio station." "Radio Free Berlin creates a very friendly atmosphere. It shows a more polite and obliging attitude towards its listeners. In general I simply find it more pleasant."	
No opinion/No answer:	*
	49%O

* Less than one half of one per cent.

O Some respondents gave more than one answer.

GOOD RECEPTION LEADING REASON FOR PREFERRING RIAS ...

Of the explanations offered for the preference of RIAS, 13 per cent concern the quality of the transmission. Other reasons given contain praise for the RIAS program. To 9% of the respondents listening to RIAS is merely a matter of habit.

"Why do you prefer to listen to RIAS?"

Summary Table

	West Berlin (498)
Because RIAS can be heard more clearly	13%
Because RIAS is our local station - listening to it has become a habit	9
Because RIAS information programs are objective especially with regard to political issues	6
Because RIAS offers a good and varied program	6
Because I like its musical programs so much	4
Because RIAS offers an interesting and comprehensive entertainment program	4
Because RIAS deals more thoroughly with Berlin problems	1
I like everything about RIAS	*
Other answers	4
No opinion/No answer	6
	53%@

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL....

"Why do you prefer to listen to RIAS?"

	West Berlin
Because RIAS can be heard more clearly:	13%
"Because with our old radio set we can pick up the RIAS programs most clearly. SFB often is overlain by some other station."	
"Because I can hardly get any other station. Only rarely do I manage to pick up NWDR."	
"It's easiest to tune in to RIAS with my radio set and also reception is most undisturbed."	
"I can hear RIAS more clearly than SFB. I only have an antiquated radio set, and with this I can pick up RIAS more clearly than SFB."	
Because RIAS is our local station - listening to it has become a habit:	9
"We all have got used to RIAS. We have been enthusiastic about its programs for a long time now. We already know the individual features."	
"Listening to RIAS has developed into a habit. I think the voices of the announcers are pleasant. I know them all by name and somehow that's why I feel there is a personal contact between them and me."	
"Well, if you come down to it, listening to RIAS has become a habit. We listened to it before SFB was established, and somehow we stayed with it."	
"We already listened to it when we still lived in East Berlin. We somehow feel attached to it. It helped us in times of need. Now it sort of belongs to the family."	
Because RIAS information programs are objective especially with regard to political issues:	6
"Above all, praise goes to the news service. RIAS does not abuse just everything that comes from the East as 'Radio Free Berlin' does."	
"RIAS is the most trustworthy station I know. The Russian-sponsored stations feed us lies, and the others aren't any better."	
"It offers exact day-by-day reports on all fields, be it politics or music or something else."	
Because RIAS offers a good and varied program:	6
"Because the RIAS program is more varied than that of other stations."	
"The program covers all topics. It offers something for everybody."	

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	West Berlin
Because I like its musical programs so much: "When I come home from work I want light music, and RIAS offers many light programs." "Because it offers serious music at different times all through the day, and I love serious music."	4%
Because RIAS offers an interesting and comprehensive entertainment program: "RIAS offers more programs that are of special interest to me. 'The Bright Palette' for instance, and programs like that." "Because of the nice programs 'It Happened in Berlin', 'The Islanders", the quiz programs and other broadcasts in this line."	4
Because RIAS deals more thoroughly with Berlin problems: "RIAS brings more local news from Berlin in which I am interested." "RIAS brings the things that concern us, I mean it reports on Berlin."	1
I like everything about RIAS: "Well, I like everything about the RIAS program."	*
Other answers: "RIAS offers programs to which I like to listen, such as the farmers' hour and the school programs." "I always listen to the weather forecast and then I decide whether or not to take an umbrella along when going to our garden. As a rule, the forecasts are correct."	4
No opinion/No answer:	6
	53%C

* Less than one half of one per cent.

C Some respondents gave more than one answer.

AS SOURCE OF INFORMATION RIAS PREFERRED OVER SFB BY TWO TO ONE ...

When asked which of the two West Berlin stations is best suited to serve as a source of information on world events, more than one third of all respondents (35 per cent) chose RIAS, while less than half as many chose Radio Free Berlin (15%). Another 33 per cent consider both radio stations to be equal in this respect.

"As a rule, everyone feels the need to keep informed about the goings-on in the world. When you consider the radio stations RIAS and Free Berlin, which of them, in your opinion, is best suited to serve as a source of information?"

	West Berlin (498)
RIAS	35%
SFB	15
Both equally well suited	33
Both equally unsuited	1
No opinion	16
	100%

RIAS CONSIDERED BEST SUITED BECAUSE OF MORE SUBSTANTIAL INFORMATION PROGRAMS AND MORE COPIOUS COMMENTARY AND NEWS SERVICE ...

"As a rule, everyone feels the need to keep informed about the goings-on in the world. When you consider the radio stations RIAS and Free Berlin, which of them, in your opinion, is best suited to serve as a source of information?"

"What makes you think so?" (Asked of those selecting RIAS)

Summary Table

	West Berlin (498)
The information programs of RIAS are more varied and comprehensive	12%
RIAS offers more political commentaries and news	7
Listening to RIAS has become a habit	7
The programs of RIAS are clearer and more comprehensible	4
RIAS is more objective	3
RIAS is best acquainted with our problems and its local news service is the best	1
Other answers	6
No opinion/No answer	-
	40%o

o Some respondents gave more than one answer.

COMMENTS...

"As a rule, everyone feels the need to keep informed about the goings-on in the world. When you consider the radio stations RIAS and Free Berlin, which of them, in your opinion, is best suited to serve as a source of information?"

"What makes you think so?" (Asked of those selecting RIAS)

	West Berlin (498)
The information programs of RIAS are more varied and comprehensive:	12%
"RIAS endeavors to offer something from all countries of the world in its programs. It is more comprehensive. SFB is but a local station." "RIAS offers more facts and information." "It reports everything very quickly and in a natural way. If something happens, RIAS always reports about it before SFB does." "My impression is that RIAS is better informed, and that's most important where politics is concerned."	
RIAS offers more political commentaries and news:	7
"It offers more political commentaries on the world situation and gives the opinion of leading politicians." "It offers more news and political information." "It offers more political commentaries than SFB."	
Listening to RIAS has become a habit:	7
"Because our set is always tuned in to RIAS, so you get used to it." "We are used to RIAS and always fall back on it because it is reliable in its information." "As a rule, I prefer to listen to the news RIAS offers because I know its program hours and I'm used to it."	
The programs of RIAS are clearer and more comprehensible:	4
"RIAS information items are worked out more clearly." "They offer everything in a more detailed way."	
RIAS is more objective:	3
"RIAS is objective. It doesn't try to distort facts, but gets straight down to brass tacks." "It is more outspoken than all the others, but still, RIAS is right because it always speaks the truth." "RIAS is more trustworthy. It doesn't tell lies."	

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	West Berlin
RIAS is best acquainted with our problems and its local news service is the best:	1%
"It reports about Berlin problems quicker and more thoroughly. SFB is always later in bringing political top news." "RIAS is the station we rely on. Its news service for our district, for instance, is very detailed and extensive."	
Other answers:	6
"Because it represents my opinion, and advocates my interests." "I was disappointed by SFB. It is too much influenced by political parties and, therefore, hindered in its free development."	
	40%@

@ Some respondents gave more than one answer.

RADIO FREE BERLIN THOUGHT MORE OBJECTIVE AND LESS PROPAGANDIST BY THOSE CONSIDERING THIS STATION AS BEST SOURCE OF INFORMATION....

"As a rule, everybne feels the need to keep informed about the goings-on in the world. When you consider the radio stations RIAS and Free Berlin, which of them, in your opinion, is best suited to serve as a source of information?"

IF "Radio Free Berlin":
"What makes you think so?"

SUMMARY TABLE

	West Berlin (498)
Radio "Free Berlin" is more objective - RIAS makes too much propaganda	7%
The SFB program is more varied and more comprehensive	5
Other answers	4
No opinion, no answer	*
	16%@

COMMENTS IN DETAIL.....

	West Berlin
"Radio Free Berlin" is more objective - RIAS makes too much propaganda:	7%

"SFB shows a more neutral attitude, it is more credible. I put more confidence in it."
"RIAS is too confusing. It makes big stories of the merest trifles. The SFB style is terse, matter-of-fact. It is restricted to essentials, and is never boring."
"As far as politics is concerned, RIAS doesn't report accurately. It exaggerates a bit. SFB is more moderate."
"Because the tone of RIAS is somewhat aggressive, the news seems to be slightly exaggerated. It sometimes even comes close to agitation."

The SFB program is more varied and more comprehensive:	5

"RIAS' news service consists of highlights only, while 'Free Berlin' usually offers clearer and more detailed reports."
"I find that RIAS regards everything under a political aspect, but SFB offers a more varied program."
"SFB attaches greater importance to topical programs and daily events."

(Cont'd on next page)

* Less than one half of one percent.
@ Some respondents gave more than one answer.

(Cont'd from preceding page)

	West Berlin
Other answers:	4%
"Because RIAS is sponsored by Jews." "Reception is clearer, RIAS is often jammed."	
No opinion, no answer:	*
	16%@

@ Some respondents gave more than one answer.
* Less than one half of one percent.

RIAS CHOSEN OVER SFB BY 8 TO 1 AS BEST SOURCE OF INFORMATION FOR SOVIET ZONE RESIDENTS....

The strong value which West Berliners attach to RIAS is further seen in the degree to which it, rather than SFB, is selected as being best suited to serve as a source of information for the East Zone. Whereas a clear majority chose RIAS (57%), only 7 percent think that this task could be best fulfilled by SFB. One in five West Berliners seem to see no difference between the two radio stations in this respect (20%).

> "And when you think of the situation of the people of the East Zone, who are keenly interested in informing themselves about the developments in the free world - which of the two radio stations is, in your opinion, best suited to serve as a source of information for East Zone residents?"

RIAS	57%
SFB	7
Both equally well suited	20
Both equally unsuited	*
No opinion	16
	100%

RIAS CONSIDERED BEST SUITED AS SOURCE OF INFORMATION BECAUSE OF SPECIAL PROGRAMS FOR SOVIET ZONE....

To 45 percent of the West Berlin population RIAS appears best suited to serve as source of information for Soviet Zone residents because it carries special and varied programs directly addressed to Soviet Zone residents. In their eyes, RIAS is thus tailored more specifically to the interests and needs of Eastern listeners than SFB. Among other reasons, the clarity of transmission is mentioned most frequently in favor of RIAS.

The comparatively few who thought SFB best suited for East Zone residents seeking information declare that SFB is more objective and of greater independence. Some of them also point to the fact that jamming frequently renders RIAS inaudible.

> "And when you think of the situation of the people of the East Zone who are keenly interested in informing themselves about the developments in the free world - which of the two radio stations is, in your opinion, best suited to serve as a source of information for the East Zone residents?"
>
> IF "RIAS"
> "What makes you think so?"

SUMMARY TABLE

	West Berlin (498)
RIAS addresses itself directly to the East Zone residents - is better informed, with more varied and detailed programs	45%
RIAS can be heard more clearly in the East Zone	12
RIAS is more objective	5
RIAS succeeds better in arousing its listeners	3
Listening to RIAS has become a habit	2
Other answers	*
No opinion, no answer	3
	70%@

* Less than one half of one percent.
@ Some respondents gave more than one answer.

"And when you think of the situation of the people of the East Zone who are keenly interested in informing themselves about the developments in the free world - which of the two radio stations is, in your opinion, best suited to serve as a source of information for the East Zone residents?"

IF "RIAS"
"What makes you think so?"

	West Berlin (498)
RIAS addresses itself directly to the East Zone residents - is better informed, with more varied and detailed programs:	45%

"RIAS offers many programs which are cut out for the people of the East Zone, 'Berlin Talks to the East Zone', for instance, or programs for the rural population, or 'Pinsel and Schnorchel'. SFB doesn't concern itself to such a degree with the problems of the East Zone."
"They take great pains to serve the people in the East Zone."
"East Zone residents want to be informed on political developments. Nearly everybody over there is politically-minded, from teenagers to the very old, and that's where RIAS comes in."
"I guess it's because of the atmosphere that prevails in the East. People do not care for entertainment. They want to hear about political matters."
"RIAS reports on the newest developments in the DDR. In its programs for the East Zone it brings everything that's worth knowing as well as warnings."
"RIAS has always been first in offering the latest developments, and it still does. I hail from the East Zone myself, so I'm certainly in a position to know."

RIAS can be heard more clearly in the East Zone:	12

"Reception of RIAS is better in the East Zone. SFB isn't powerful enough."
"The transmitter of RIAS is more powerful and thus it has a greater range."
"People can hear the RIAS programs more clearly."

RIAS is more objective:	5

"During the time we lived in the East Zone, we always listened to RIAS. It never tells lies."
"It seems to me that RIAS presents the facts in a more objective manner."

RIAS succeeds better in arousing its listeners:	3

"RIAS puts it on rather thick, and that's a good thing. It describes things eloquently and thus people are more impressed than if they only hear sober reports."
"RIAS programs are more poignant and also more arousing. They create a feeling of solidarity between people over there and us."

(Cont'd on next page)

(Cont'd from preceding page)

	West Berlin
Listening to RIAS has become a habit:	2%
"RIAS has been on the air for a much longer time than SFB, and therefore, I think the people of the East Zone have got used to it." "Programs especially cut out for the East Zone, such as the 'Voice of America' have been broadcast by RIAS from way back, and the people in the East Zone have become accustomed to them."	
Other answers:	*
"RIAS appraises the situation of Berlin more judiciously than SFB."	
No opinion, no answer:	3
	70%@

* Less than one half of one percent.
@ Some respondents gave more than one answer.

MORE THAN SEVEN OUT OF TEN BERLINERS CONSIDER RIAS JUST AS NECESSARY AS BEFORE ESTABLISHMENT OF SFB.....

In spite of the popularity of SFB, as demonstrated in previous tabulations, a vast majority of respondents thinks that RIAS is now just as necessary as it was before SFB was established (72%). Only 4 percent see no justification whatsoever for the further existence of RIAS.

"Do you feel that since Radio Free Berlin has been established, RIAS is just as necessary as before for Berlin and the East Zone, or is it not quite as necessary as before, or do you consider it not necessary at all anymore?"

	West Berlin (498)
RIAS just as necessary as before	72%
RIAS not quite as necessary as before	12
RIAS not necessary at all anymore	4
No opinion	12
	100%

ONLY SLIGHT DIFFERENCES REGARDING FURTHER NECESSITY OF RIAS AMONG POPULATION GROUPS....

Group comparisons show that the differences between the various segments of the population are only slight.

"Do you feel that since Radio Free Berlin has been established, RIAS is just as necessary as before for Berlin and the East Zone, or is it not quite as necessary as before, or do you consider it not necessary at all anymore?"

	RIAS just as necessary as before	RIAS not quite as necessary	RIAS not necessary at all	No opinion	No. of cases
West Berliners Generally:	72%	12%	4%	12%...100%	498
Sex:					
Men	69	11	4	16	297
Women	79	13	3	5	201
Education:					
Elementary school	75	10	2	13	351
High school w/o Abitur	68	17	6	9	110
Abitur/University	70	8	11	11	37
Income:					
Up to 300 DM	73	8	3	16	176
300 to 400 DM	69	16	3	12	113
400 to 600 DM	78	11	4	7	112
600 DM and above	67	18	6	9	84
No answer	92	-	-	8	13
Opinion Leadership Scale:					
Very active	72	14	11	3	36
Somewhat active	73	12	4	11	122
Remainder	73	11	3	13	340
Socio-Economic Status:					
Upper class	58	14	14	14	22
Middle class	74	13	5	8	169
Lower class	73	11	2	14	307
Age:*					
Up to 30	64	22	6	8	89
30 to 40	69	13	5	13	67
40 to 50	77	6	4	13	100
50 to 60	71	13	5	11	116
60 and above	80	7	-	13	126
Family Status:					
Single	74	12	7	7	89
Married	73	12	3	12	297
Widowed	74	9	1	16	68
Divorced	68	14	2	16	44

(Cont'd on next page)

* One respondent did not indicate his age.

(Cont'd from preceding page)

	RIAS just as necessary as before	RIAS not quite as necessary	RIAS not necessary at all	No Opinion	No. of cases
Occupation:					
Professionals	73%	9%	18%	-...100%	11
Businessmen	75	15	2	8	40
White-collar workers	67	20	5	8	78
Skilled laborers	76	10	5	9	59
Semi-skilled laborers	71	16	-	13	56
Housewives	64	14	5	17	109
Others	75	4	4	17	48
Pensioners, retired	84	4	1	11	97
Party Preference:					
SPD	77	12	2	9	194
CDU	72	13	2	13	144
FDP	74	14	6	6	35
Others	61	17	11	11	18
No party	65	10	6	19	52
No opinion	69	7	7	17	55
Religion:					
Catholics	64	10	6	20	70
Protestants	75	12	4	9	356
Others	100	-	-	-	8
No religion	62	17	2	19	64
Origin:					
Natives	75	10	3	12	418
Expellees, refugees	62	20	6	12	80

SPECIAL PROGRAMS FOR SOVIET ZONE RESIDENTS SEEN AS MAIN REASON FOR NECESSITY TO CONTINUE RIAS' BROADCASTS AFTER ESTABLISHMENT OF SFB ...

The argument most frequently cited for the necessity of continuing RIAS is that the programs of this station, especially designed for Soviet Zone residents, are the chief source of true information for German listeners behind the Iron Curtain.

"Do you feel that since Radio Free Berlin has been established, RIAS is just as necessary as before for Berlin and the East Zone, or is it not quite as necessary as before, or do you consider it not necessary at all any more."

IF "RIAS just as necessary as before":
"What makes you think so?"

Summary Table

	West Berlin (498)
RIAS programs are cut out for the East Zone - are their best source of information	28%
East Zone residents are used to RIAS and like to listen to its program	19
The more radio stations the better - competition makes for better and more varied programs	16
RIAS can be heard more clearly in the East Zone	10
RIAS is necessary as a political counterbalance	6
Other answers	5
No opinion/No answer	2
	86%O

O Some respondents gave more than one answer.

COMMENTS IN DETAIL....

"Do you feel that since Radio Free Berlin has been established, RIAS is just as necessary as before for Berlin and the East Zone, or is it not quite as necessary as before, or do you consider it not necessary at all any more?"

IF "RIAS just as necessary as before":
"What makes you think so?"

	West Berlin
RIAS programs are cut out for the East Zone - are their best source of information:	28%

"RIAS presents many programs cut out for the East Zone."
"For years RIAS has concerned itself with the affairs of the East Zone and thus it has a correct idea of what the people in the East Zone want and need to know. Although I do not want to say anything against SFB, I feel that this station isn't as much on the ball as RIAS is."
"I feel that Radio Free Berlin does not bring programs as well suited for the East Zone as those offered by RIAS."
"People hear a lot via RIAS which they have no chance of learning over in the East Zone. That's why RIAS is still necessary today."
"It's because of the news destined for the people in the East Zone, SFB doesn't bring much that's of special interest for them."
"I used to live in the East Zone where we all listened to RIAS and thus I know that this station is the most truthful of them all."

East Zone residents are used to RIAS and like to listen to its programs:	19

"People in the East Zone have become used to RIAS and the tenor of its programs."
"Most people listen to RIAS. As it is, it's come to be a habit."
"Some relatives of mine live in the East Zone, and I know from them that the people over there chiefly listen to RIAS. I feel they shouldn't be deprived of that."
"My relatives in the East Zone regularly listen to RIAS. It's undoubtedly preferable to keep RIAS on the air, too."

(Cont'd on next page)

(Cont'd from preceding page) West Berlin

The more radio stations, the better - competition makes for better and more varied programs:	16%
"There can never be enough radio stations to serve the people of the East Zone, for the Russians will go on jamming the stations. I feel there should be even more of them beaming their programs to the East Zone."	
"It's a good thing that there are several radio stations, for thus the individual station will take greater pains to offer a good program."	
"There must be two radio stations as they will vie with each other, and they also can supplement each others programs."	
RIAS can be heard more clearly in the East Zone:	10
"It's because RIAS can be received more clearly in the East Zone."	
"It's difficult to pick up SFB programs in the East Zone."	
"Most people who live in the East Zone cannot receive the programs of SFB."	
RIAS is necessary as a political counterbalance:	6
"RIAS must stay on the air as it's a direct link between us and the East Zone people. I'm sure the people over there will feel the same way on this point."	
"RIAS enjoys a good reputation with East Zone residents, and besides, it's feared by the East as a counterpoise to its dissemination."	
"RIAS devotes greater attention to political developments than SFB."	
Other answers:	5
"It's because I always listen to this station and like its programs best."	
No opinion/No answer:	2
	86%©

© Some respondents gave more than one answer.

RESPONDENTS CONSIDERING RIAS NOT AS NECESSARY AS BEFORE CLAIM THAT MAINTENANCE OF TWO STATIONS WILL BE TOO EXPENSIVE ...

The consideration of cost is the main determinant in the opinion of those who think that RIAS is no longer as necessary as before the institution of SFB (7% out of 16%).

"Do you feel that since Radio Free Berlin has been established RIAS is just as necessary as before for Berlin and the East Zone, is it not quite as necessary as before, or do you consider it not necessary at all any more?"

IF "RIAS not quite as necessary as before" or "RIAS not necessary at all any more":
"What makes you think so?"

Summary Table

	West Berlin (498)
It's too expensive to maintain two stations	7%
RIAS' reception is unsatisfactory	3
SFB is better geared to Berlin and East Zone conditions	2
SFB is more objective, has less political propaganda	1
Other answers	2
No opinion/No answer	1
	16%

COMMENTS IN DETAIL....

"Do you feel that since Radio Free Berlin has been established RIAS is just as necessary as before for Berlin and the East Zone, is it not quite as necessary as before, or do you consider it not necessary at all any more?"

IF "RIAS not quite as necessary as before" or "RIAS not necessary at all any more":
"What makes you think so?"

	West Berlin
It's too expensive to maintain two stations:	7%
"In my opinion one station is enough for this purpose." "We can't afford two big radio stations. SFB could fulfill all the tasks of RIAS." "The most important programs have been taken over by SFB."	
RIAS' reception is unsatisfactory:	3
"Reception of RIAS isn't as good any more as it used to be." "SFB reception is better in the Zone. RIAS is jammed to such a degree that in Mecklenburg, for instance, it's hardly audible any more."	
SFB is better geared to Berlin and East Zone conditions:	2
"SFB offers everything that's essential for Berlin, and that's enough." "Now, after the establishment of a special German station for Berlin and the East Zone, a station operated by an occupation power isn't so necessary any more." "SFB is a purely German radio station, therefore it is better keyed to conditions in Berlin and the East Zone."	
SFB is more objective, has less political propaganda:	1
"SFB also deals with political problems, but they are briefly and vividly presented without so much propaganda." "I think that by its objective reports SFB does the East Zone population a better turn than RIAS with its agitation."	
Other answers:	2
No opinion/No answer:	1
	16%

MUSICAL PROGRAMS MAIN TARGET OF RIAS CRITICISMS; HOWEVER, ONE OUT OF THREE FINDS NOTHING TO CRITICIZE....

Among those who have criticisms of RIAS, most attention is paid to the musical programs (27%). One third, however, is quite satisfied with RIAS and can think of nothing to criticize. Criticism of the political broadcasts are only mentioned by 12 percent.

> "Is there anything you don't like about RIAS? We are interested in all the criticism you may have."

SUMMARY TABLE

	West Berlin (498)
Criticisms of musical programs	27%
Criticisms of political programs	12
Criticisms aimed at specific programs	9
Too many spoken-word programs	7
RIAS and SFB programs should be coordinated	5
Criticisms aimed at speakers and announcers	2
Miscellaneous criticisms	17
Nothing to criticize	35
No opinion, no answer	3
	117%@

COMMENTS IN DETAIL....

	West Berlin
Criticisms of musical programs:	27%

"It only champions modern music, even more so than SFB. Nobody wants to hear this American music, except perhaps the very young. Older people certainly do not like it."
"RIAS offers too much jazz music for my taste."
"On Saturday and Sunday nights RIAS often presents a program of music, such as operas and symphony concerts. I prefer to listen to light musical programs over the weekend."
"I feel too much serious music is offered. Especially in the evening up to 10 o'clock they should bring pleasant, light music."
"They do not provide enough entertainment. Inviting musical programs do not start before 8 p.m. when person who works has to turn in."

(Cont'd on next page)

@ Some respondents gave more than one answer.

(Cont'd from preceding page)

	West Berlin
Criticisms of political programs:	12%

"RIAS brings too much about politics. The program never varies, whether it's Sunday or a weekday. They feed us politics and more politics."
"They should drop political programs like 'Political Parties on the Rostrum', and 'The Berlin Senate' ".
"RIAS was established for the purpose of carrying on propaganda. It's influenced by the Americans, just as the Eastern radio stations are influenced by the Russians."
"What I dislike about RIAS is that it sometimes carries on too clumsy propaganda against the East. It's undoubtedly necessary to make some propaganda in this area, but why do they adopt the same tone the East uses. That's what I want to know."

Criticisms aimed at specific programs:	9

"The 'Voice of America' is broadcast too often. Many people aren't interested in it anymore."
"They should drop the programs 'Die Insulaner' and 'Join-in', for they are out-of-date."
"They should present something new instead of continuing the series 'Pinsel and Schnorchel'. They are getting boring in the long run as they have been on the air for so long."
"Those so-called popular programs as the 'RIAS-Coffeetable' and 'School for Adults' are awfully trite and primitive."
"The broadcasting hours for school programs and language lessons should be changed to late afternoon."

Too many spoken-word programs:	7

"Tuning in to RIAS you find that there is too much talk, as a rule."
:There is too much talk. I'm thinking of the news programs and commentaries. They should bring more musical programs."
"There shouldn't be so many spoken-word programs. More musical programs should be offered instead."

RIAS and SFB programs should be coordinated:	5

"RIAS and SFB should plan their programs together, so that both stations won't broadcast the same kind of program at the same time."
"What bothers me is that all stations broadcast the same kind of program at almost the same hour."

(Cont'd on next page)

(Cont'd from preceding page)

	West Germany
Criticisms aimed at speakers and announcers:	2%
"There should be more announcers to take turns. If you hear a different voice occasionally, you'll be more interested in the program." "A thing that bothers me is that those RIAS speakers sound so arrogant. They are quite impersonal, too. The only one among the speakers whom I like is Peter von Zahn."	
Miscellaneous Criticisms:	17
"They present too few entertaining evening programs, such as variety shows, for instance." "They should broadcast more plays, real dramas and even more chamber music." "I miss scientific programs, including instructive lectures, in the evening. The evening program consists entirely of news broadcasts and musical programs." "The program is not comprehensive enough. There aren't enough live broadcasts and also not enough musical programs."	
Nothing to criticize:	35
No opinion, no answer:	3
	117%@

@ Some respondents gave more than one answer.

HALF OF SFB AUDIENCE FINDS NOTHING TO CRITICIZE ABOUT RADIO FREE BERLIN....

Every second SFB listener (59%) finds that there is nothing to criticize about SFB. Those who do, spread their attack over a variety of topics.

"Do you have anything to criticize about Radio Free Berlin? We are interested in every criticism." (Asked of all radio listeners)

SUMMARY TABLE

	West Berlin (498)
Criticism of musical programs	7%
RIAS and SFB programs should be coordinated	7
Criticisms aimed at specific programs	6
Criticism of commercials	6
Criticism of scheduling	5
Criticism of political programs and commentaries	4
Poor reception	1
Other answers	5
Nothing to criticize	59
No opinion, no answer	9
	109%@

COMMENTS IN DETAIL.....

	West Berlin
Criticism of musical programs:	7%

"They should offer more good classical music, more operas and not so much modern music."
"They offer a little too much jazz music."
"Light music, such as operetta music by Lincke, Lehar and Strauss isn't broadcast often enough."
"For my taste, they don't offer enough popular music. I'm from Mecklenburg and I would like to hear more songs of my homeland."

RIAS and SFB programs should be coordinated:	7

"The two stations RIAS and SFB don't sufficiently adjust their programs to each other. It very often happens that both of them offer the same kind of program at the same time."
"If possible, SFB should not offer the same kind of program as RIAS does at the same hour. They should supplement each other in their program arrangement."
"When SFB offers classical music, RIAS often broadcasts classical music too. There should be a better adjustment of programs."

(Cont'd on next page)

@ Some respondents gave more than one answer.

(Cont'd from preceding page)

	West Berlin
Criticisms aimed at specific programs:	6%

"These everlasting travelogues by Siegfried Neumann! This man is too sentimental."
"Radio dramas are repeated too often."
"Radio dramas are so involved and complicated nowadays, it's always something about psychology which nobody can understand."

Criticism of commercials:	6

"It offers commercials all the time - in the morning when I get up and in the evening when I come home."
"I find all these commercials abominable. I was pleasantly surprised when RIAS stopped broadcasting them only to find SFB starting just the same silly nonsense, only worse than RIAS ever did."
"Commercials - I can't stand them for the life of me."

Criticism of scheduling:	5

"The musical programs are offered at the wrong time. When we are on our way to work they bring such a nice music, and in the evening, when we are home from work there's nothing but talk."
"After 18.00 hours there should be more light and old German music (such as Gilbert, Abraham, Lincke), because that's the time when I want to relax and enjoy myself."
"There are too many concerts in the evening. Light music, such as working people would like to hear is offered only after 22.00 hours. That's too late."

Criticism of political programs and commentaries:	4

"It's politics all the time. What we want is light entertainment and a little music."
"I think it's too political. Too many parties express their opinions over the air."
"RIAS is better in disclosing facts. Its commentaries and reports are more to the point than those of SFB."

Poor reception:	1

"The FM station of SFB always fades off."

Other answers:	5

"Announcers mispronounce words of foreign origin and foreign names."
"It wants to continue the old tradition of the one-time Radio Berlin and that can't be done in the Berlin of today."

Nothing to criticize:	59
No opinion, no answer:	9
	109%@

@ Some respondents gave more than one answer.

A P P E N D I X A

Characteristics of VOA Listeners

- in West Germany
- in West Berlin

Characteristics of VOA Listeners in West Germany

	VOA Listeners			Non-VOA Listeners
	During test week (82)	Last four weeks (124)	Past year (267)	(652)
Sex:				
Men	54%	51%	54%	57%
Women	46	49	46	43
	100%	100%	100%	100%
Education:				
Elementary school	74%	79%	78%	83%
Beyond elementary	26	21	22	17
	100%	100%	100%	100%
Income:				
Up to 299 DM	38%	32%	26%	30%
300 to 399 DM	29	32	22	21
400 to 599 DM	25	27	31	24
600 DM and more	6	7	15	15
No answer	2	2	6	10
	100%	100%	100%	100%
Opinion Leadership Scale:@				
Very active	6%	11%	11%	7%
Somewhat active	33	30	32	34
Remainder	61	59	57	59
	100%	100%	100%	100%
Socio-Economic Status:				
Upper class	-%	5%	4%	3%
Middle class	28	21	38	28
Lower class	72	74	58	69
	100%	100%	100%	100%
Age:				
18 to 29 years	22%	17%	21%	21%
30 to 39 years	21	24	25	20
40 to 49 years	23	31	24	23
50 to 59 years	16	18	19	20
60 years and above	18	10	11	16
	100%	100%	100%	100%
Family Status:				
Single	15%	15%	17%	20%
Married	77	75	72	67
Widowed	8	8	8	11
Divorced/Separated	-	2	3	2
	100%	100%	100%	100%
Occupation:				
Professionals	4%	2%	4%	2%
Businessmen	4	2	9	5
White-collar workers	10	15	9	10
Skilled and unskilled workers	28	28	28	26
Housewives	29	34	36	36
Others	25	19	14	21
	100%	100%	100%	100%

@ Determined by political and organizationa; participation.

(Cont'd on next page)

(Cont'd from preceding page)

	VOA Listeners			Non-VOA Listeners
	During test week (82)	Last four weeks (124)	Past year (267)	(652)
Party Preference:				
SPD	28%	15%	23%	17%
CDU/CSU	33	27	35	32
FDP	7	10	5	3
Other parties	5	9	5	5
No party	16	20	20	24
No answer	11	19	12	19
	100%	100%	100%	100%
Religion:				
Catholics	48%	48%	43%	43%
Protestants	51	48	52	53
Others	-	2	-	1
No religion	1	1	4	2
No answer	-	1	1	1
	100%	100%	100%	100%
Origin:				
Natives	67%	74%	76%	79%
Expellees; refugees	33	26	24	21
	100%	100%	100%	100%
City Size:				
Up to 4,999	43%	56%	45%	40%
5,000 to 24,999	7	10	16	12
25,000 to 99,999	15	12	15	10
100,000 and more	35	22	24	38
	100%	100%	100%	100%
Land:				
Schleswig/Holstein, Hamburg, Bremen	1%	1%	6%	15%
Lower Saxony	9	6	14	17
North Rhine/Westphalia	1	10	20	42
Hesse	25	24	17	5
Baden/Wuerttemberg	30	21	14	9
Rhineland/Palatinate	4	2	3	4
Bavaria	30	36	26	8
	100%	100%	100%	100%
Former Zones:				
U.S. Zone	82%	81%	53%	19%
British Zone	10	16	38	73
French Zone	8	3	9	8
	100%	100%	100%	100%

Characteristics of VOA Listeners in West Berlin

	VOA-listeners			Non-VOA listeners
	During test-week (180)	Last four weeks (141)	Past year (125)	(52)
Sex:				
Men	63%	58%	59%	54%
Women	37	42	41	46
	100%	100%	100%	100%
Education:				
Elementary school	74%	77%	63%	60%
Beyond elementary school	26	23	37	40
	100%	100%	100%	100%
Income:				
Up to 299 DM	40%	33%	31%	37%
300 to 399 DM	23	24	22	19
400 to 599 DM	23	23	22	21
600 DM and more	11	18	23	19
No answer	3	2	2	4
	100%	100%	100%	100%
Opinion Leadership Scale:@				
Very active	9%	7%	7%	2%
Somewhat active	24	21	29	27
Remainder	67	72	64	71
	100%	100%	100%	100%
Socio-Economic Status:				
Upper class	2%	4%	8%	4%
Middle class	32	35	34	36
Lower class	66	61	58	60
	100%	100%	100%	100%
Age:				
18 to 29 years	13%	17%	19%	33%
30 to 39 years	9	13	15	25
40 to 49 years	22	22	19	12
50 to 59 years	22	26	27	13
60 and above	34	22	20	17
	100%	100%	100%	100%
Family Status:				
Single	17%	19%	16%	23%
Married	60	60	60	56
Widowed	13	14	15	11
Divorced/Separated	10	7	9	10
	100%	100%	100%	100%
Occupation:				
Professionals	1%	1%	6%	-%
Businessmen	9	6	10	6
White-collar workers	14	17	17	13
Skilled and unskilled workers	23	24	19	33
Housewives	16	24	26	27
Others	37	28	22	21
	100%	100%	100%	100%

@ Determined by political and organizational participation.

(Cont'd on next page)

(Cont'd from preceding page)

	VOA-listeners			Non-VOA listeners
	During test week (180)	Last four weeks (141)	Past year (125)	(52)
Party Preference:				
SPD	39%	46%	30%	39%
CDU/CSU	35	23	29	23
FDP	8	8	6	4
Other parties	1	2	6	-
No party	6	11	14	17
No answer	11	10	15	17
	100%	100%	100%	100%
Religion:				
Catholics	16%	13%	14%	8%
Protestants	69	73	71	77
Others	2	3	1	-
No religion	13	11	14	15
	100%	100%	100%	100%
Origin:				
Natives	14%	18%	17%	17%
Expellees, refugees	86	82	83	83
	100%	100%	100%	100%

APPENDIX B

EXPLANATION OF GRAPHS

(All of the following graphs are composed in the same manner)

Graphs of RIAS, SFB based on West-Berlin listening habits, all others refer to West-Germany

RADIO MUNICH ← NAME OF RADIO STATION

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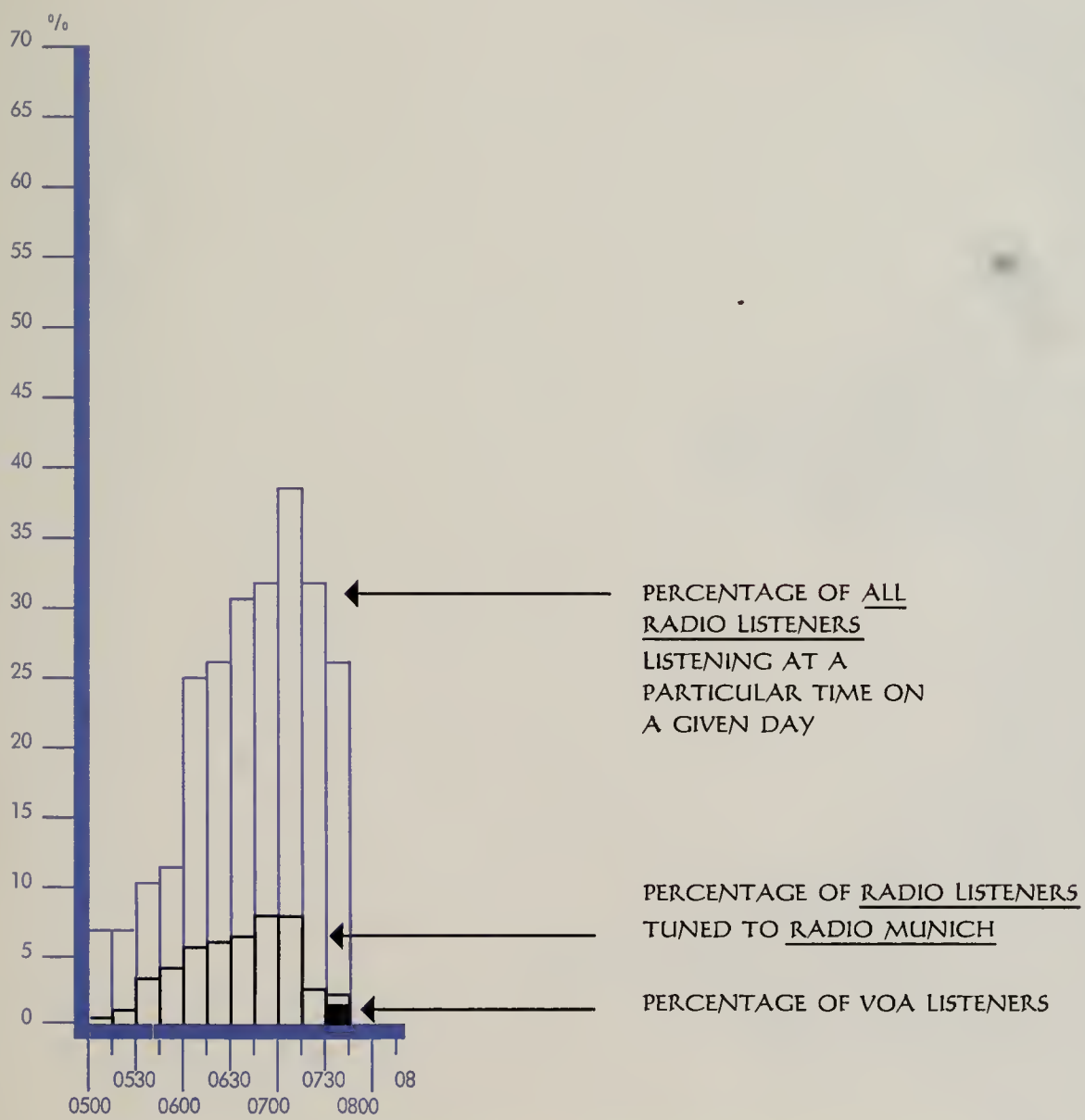


NWDR

MONDAY · OCTOBER 3 · 1955

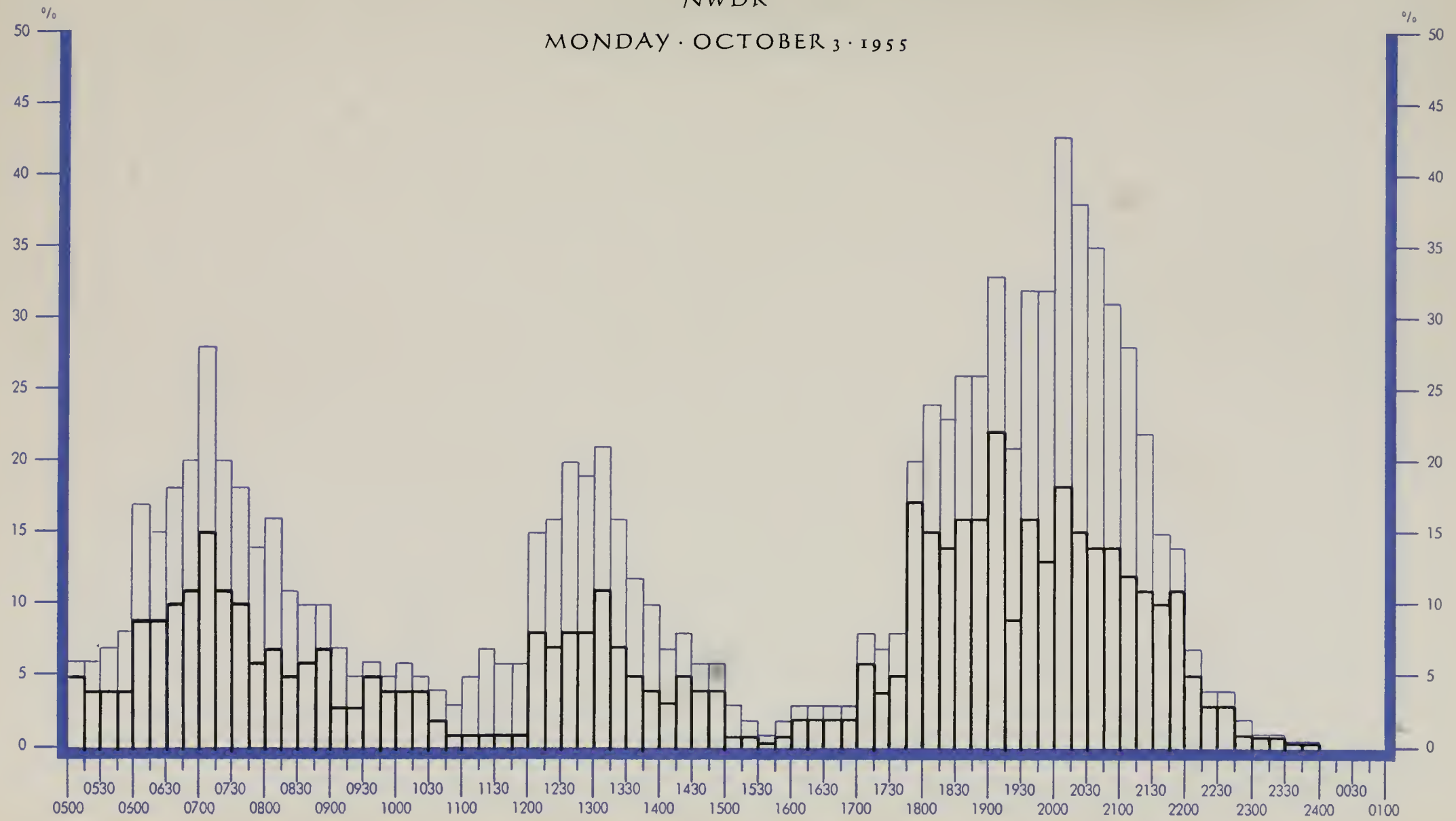


TABLE 1

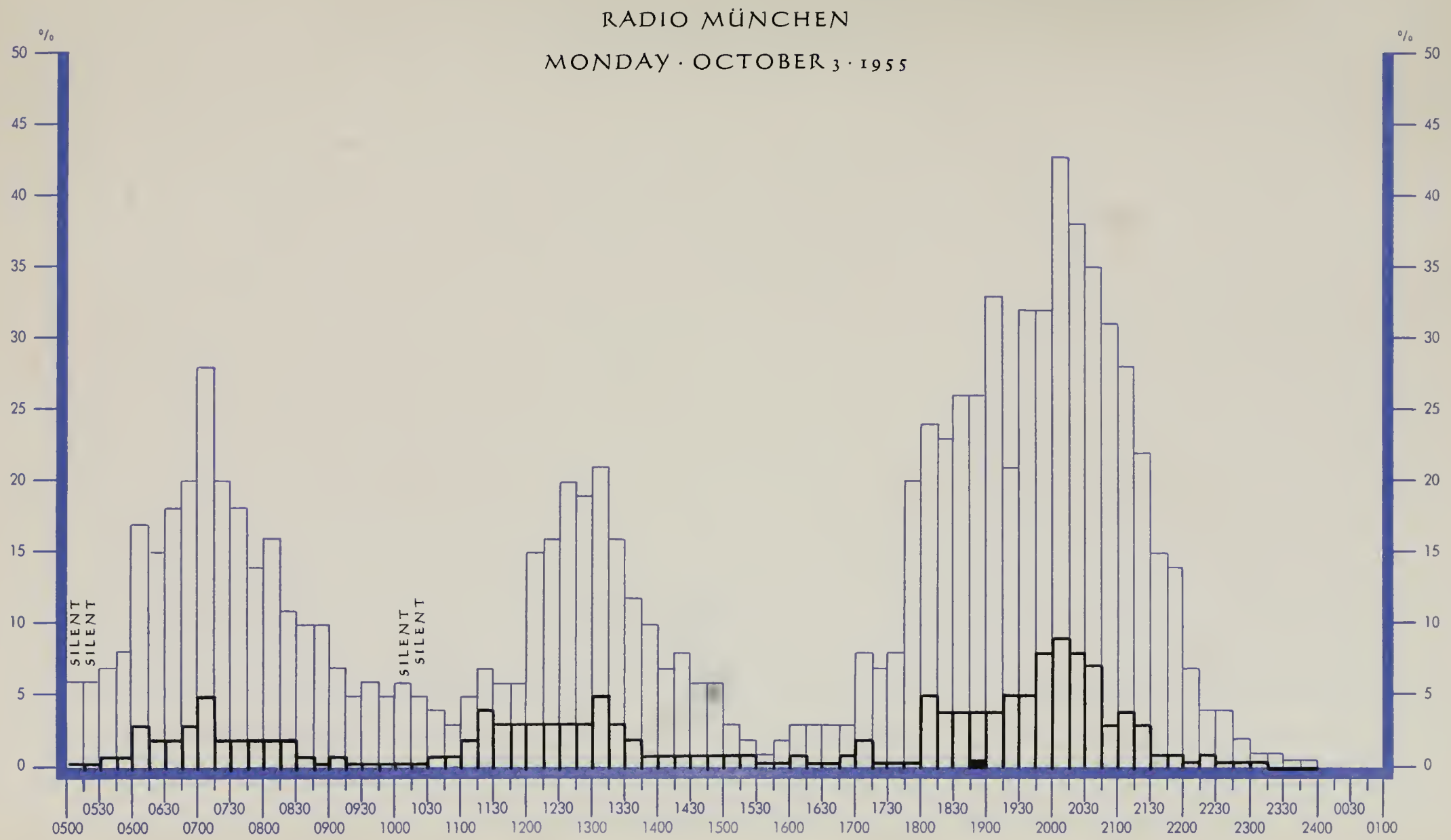

RADIO MÜNCHEN
MONDAY · OCTOBER 3 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 2

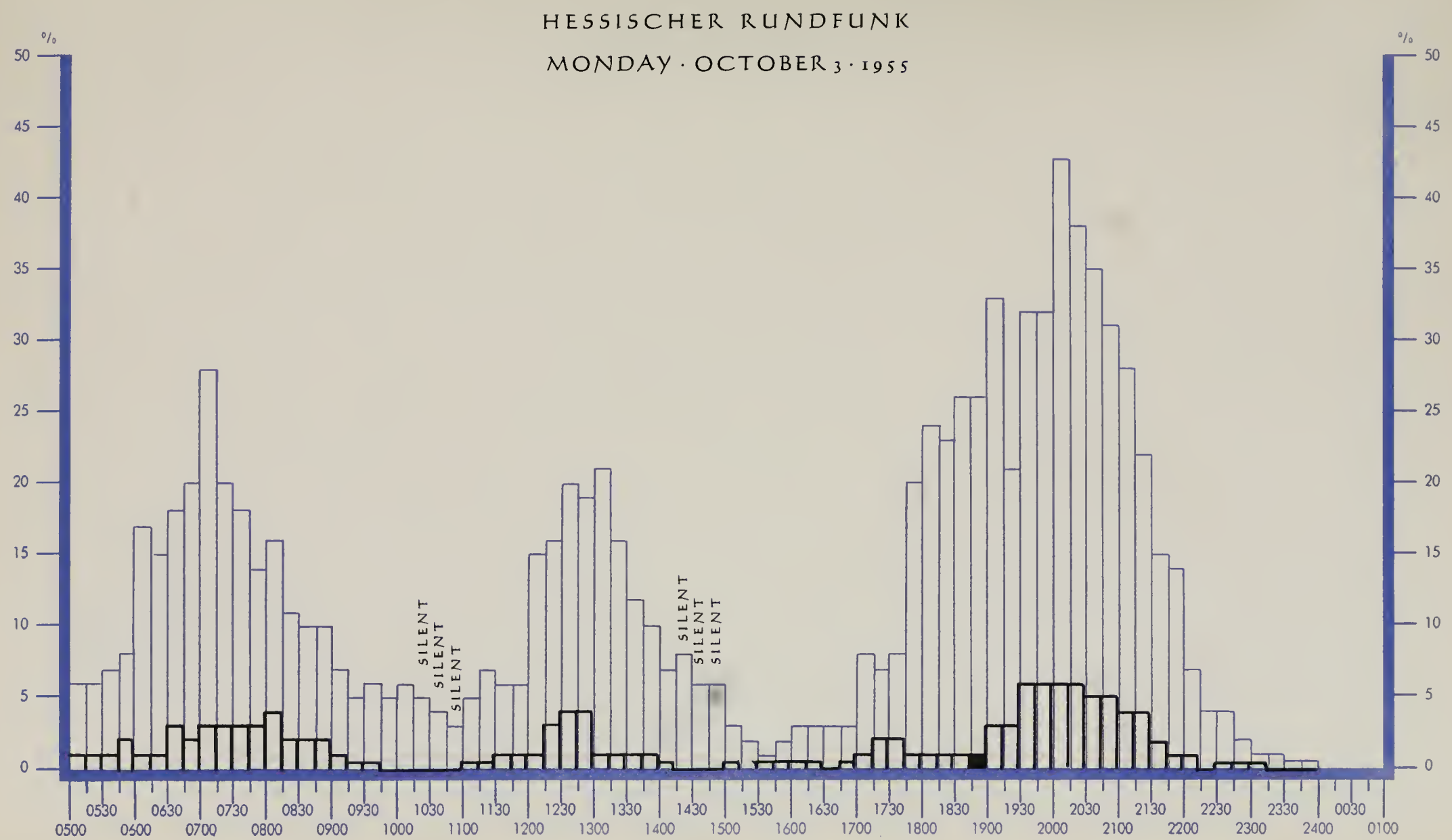

HESSISCHER RUNDFUNK
MONDAY · OCTOBER 3 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
SILENT
SILENT
SILENT
0530 0630 0730 0830 0930 1030 1130 1230 1330 1430 1530 1630 1730 1830 1930 2030 2130 2230 2330 0030
0500 0600 0700 0800 0900 1000 1100 1200 1300 1400 1500 1600 1700 1800 1900 2000 2100 2200 2300 2400 0100

TABLE 3

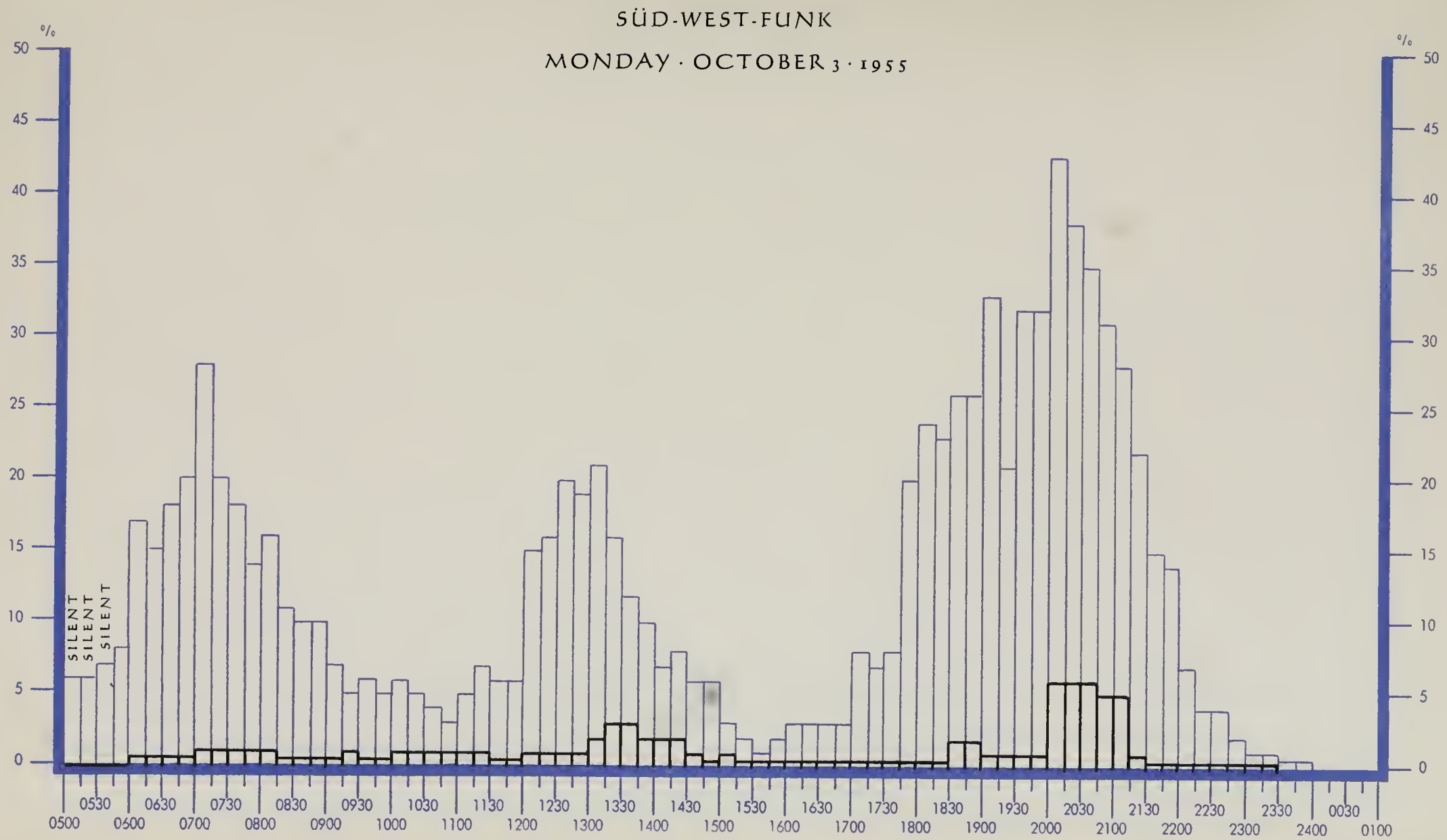

SÜD-WEST-FUNK
MONDAY · OCTOBER 3 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 4

RADIO-STUTTGART

MONDAY · OCTOBER 3 · 1955

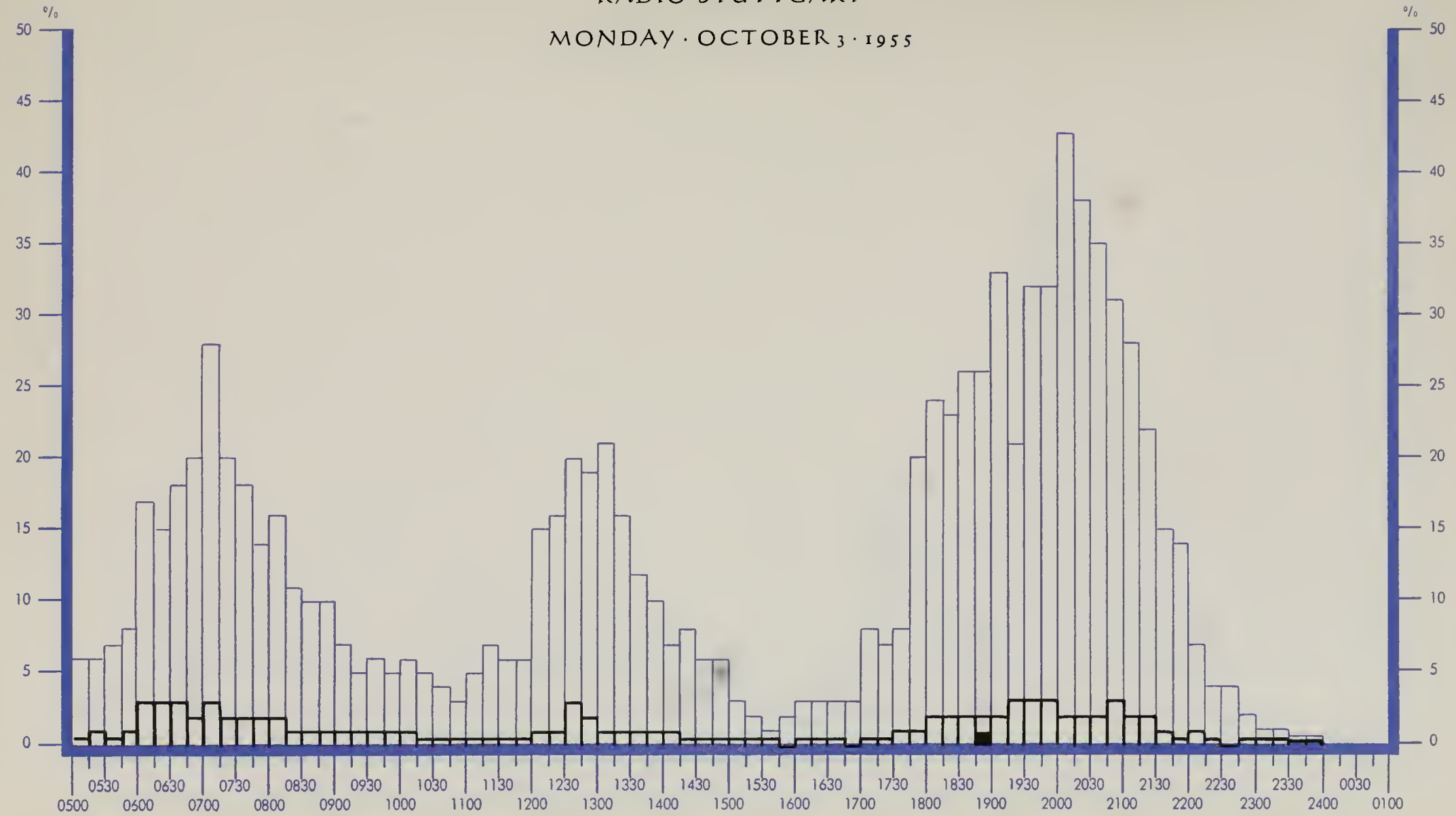


TABLE 5

RIAS

MONDAY · OCTOBER 17 · 1955

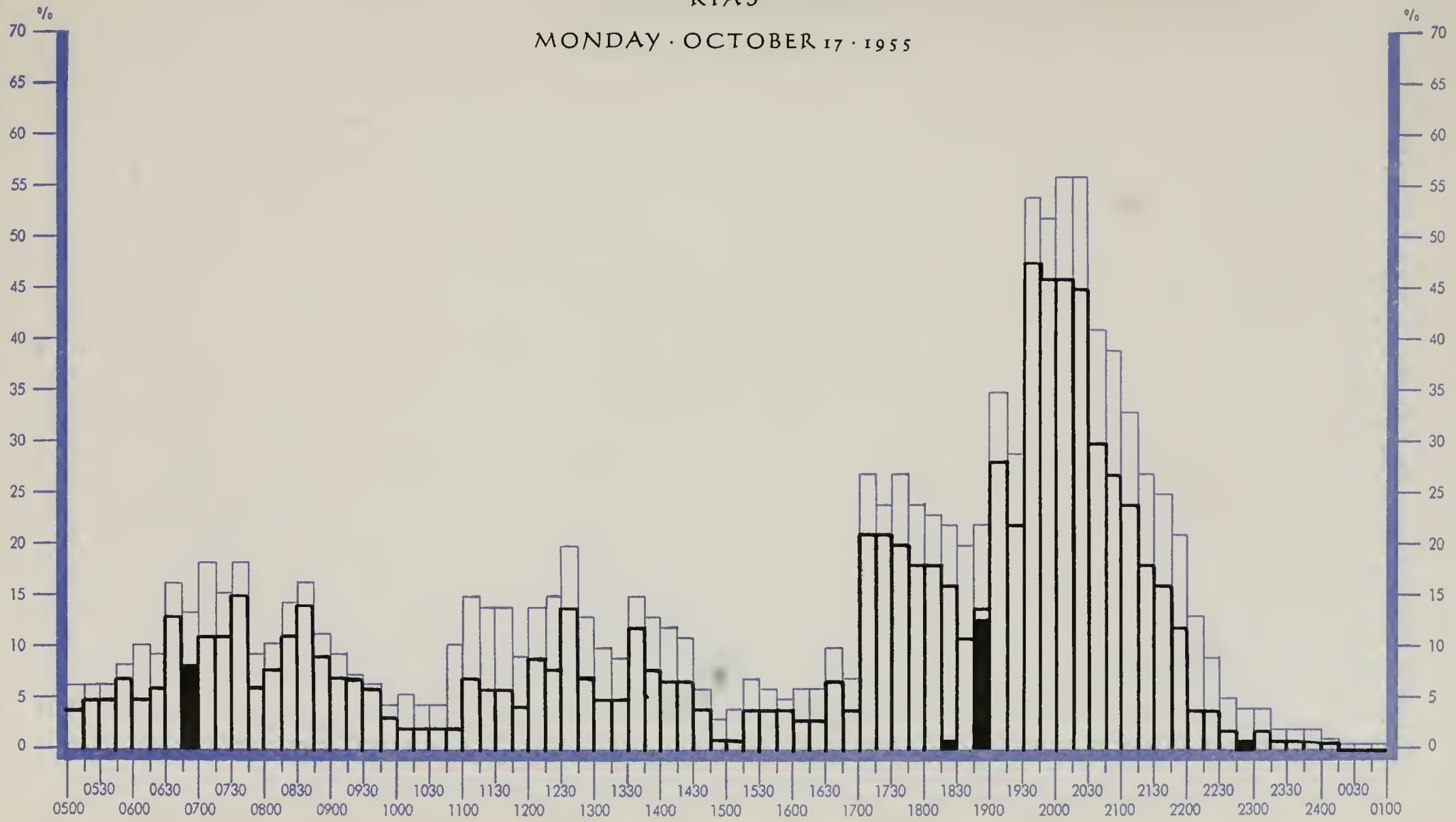


TABLE 6

SENDER FREIES BERLIN

MONDAY · OCTOBER 17 · 1955

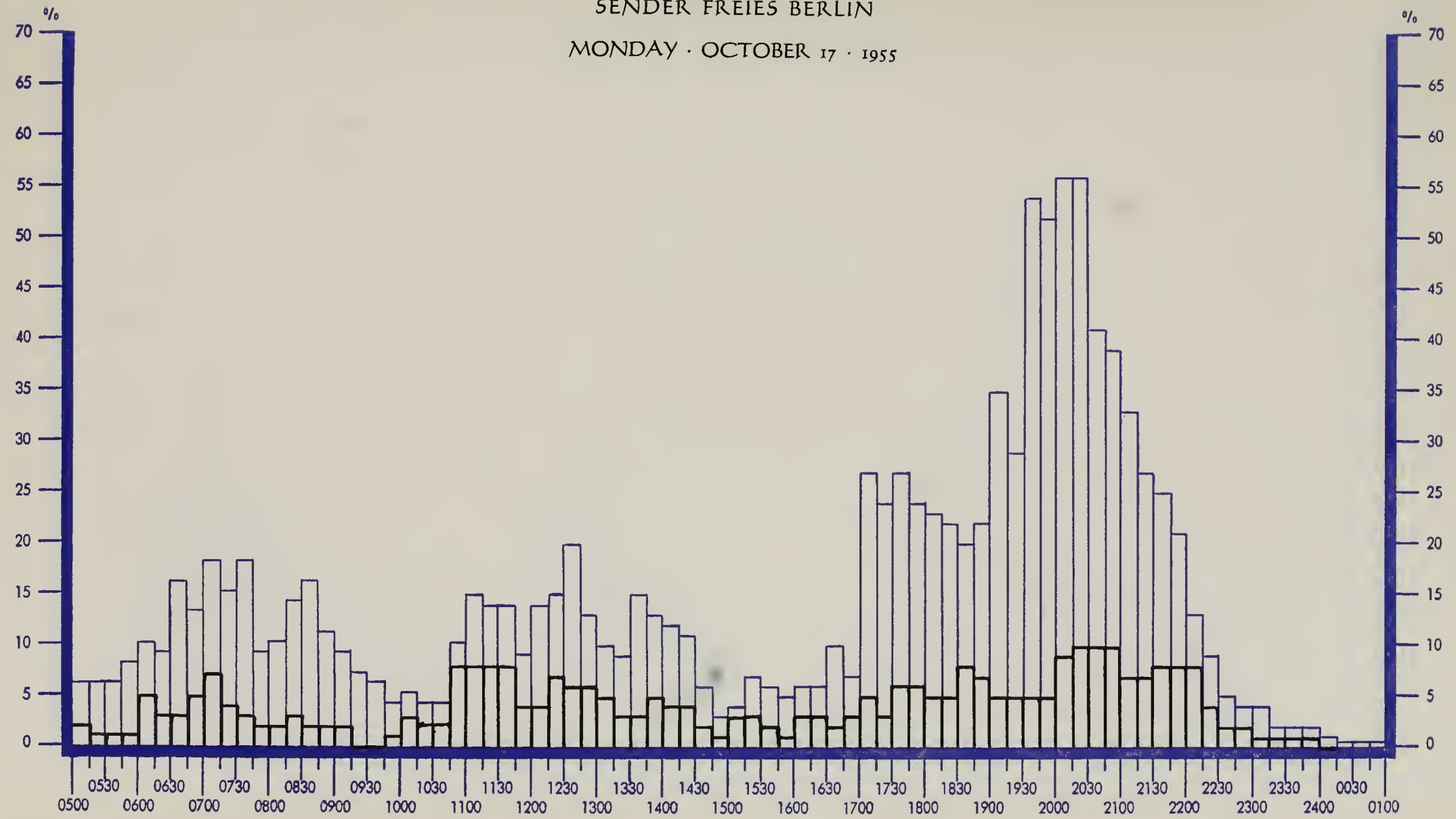


TABLE 6a

NWDR

TUESDAY · OCTOBER 4 · 1955

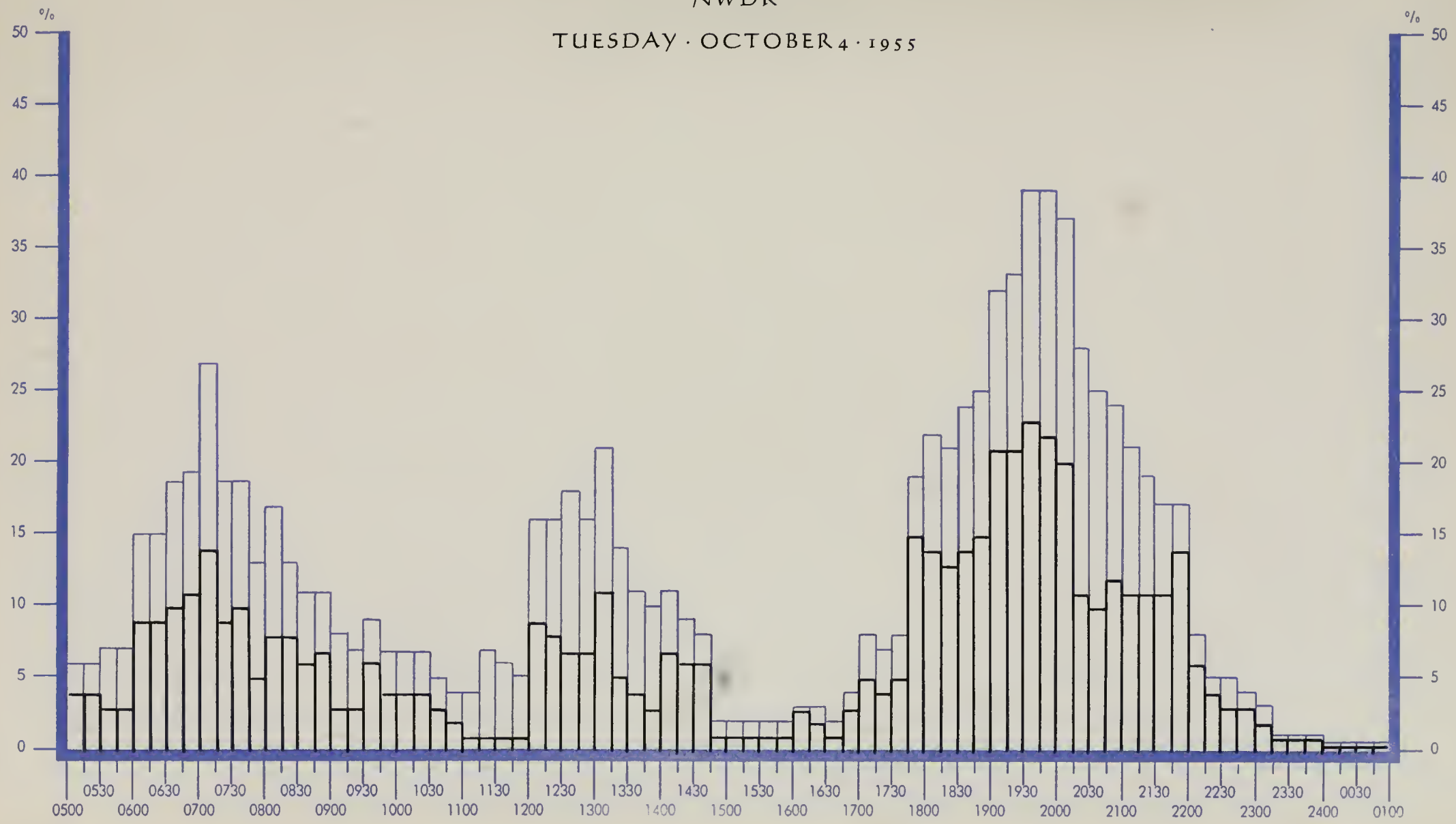


TABLE 7

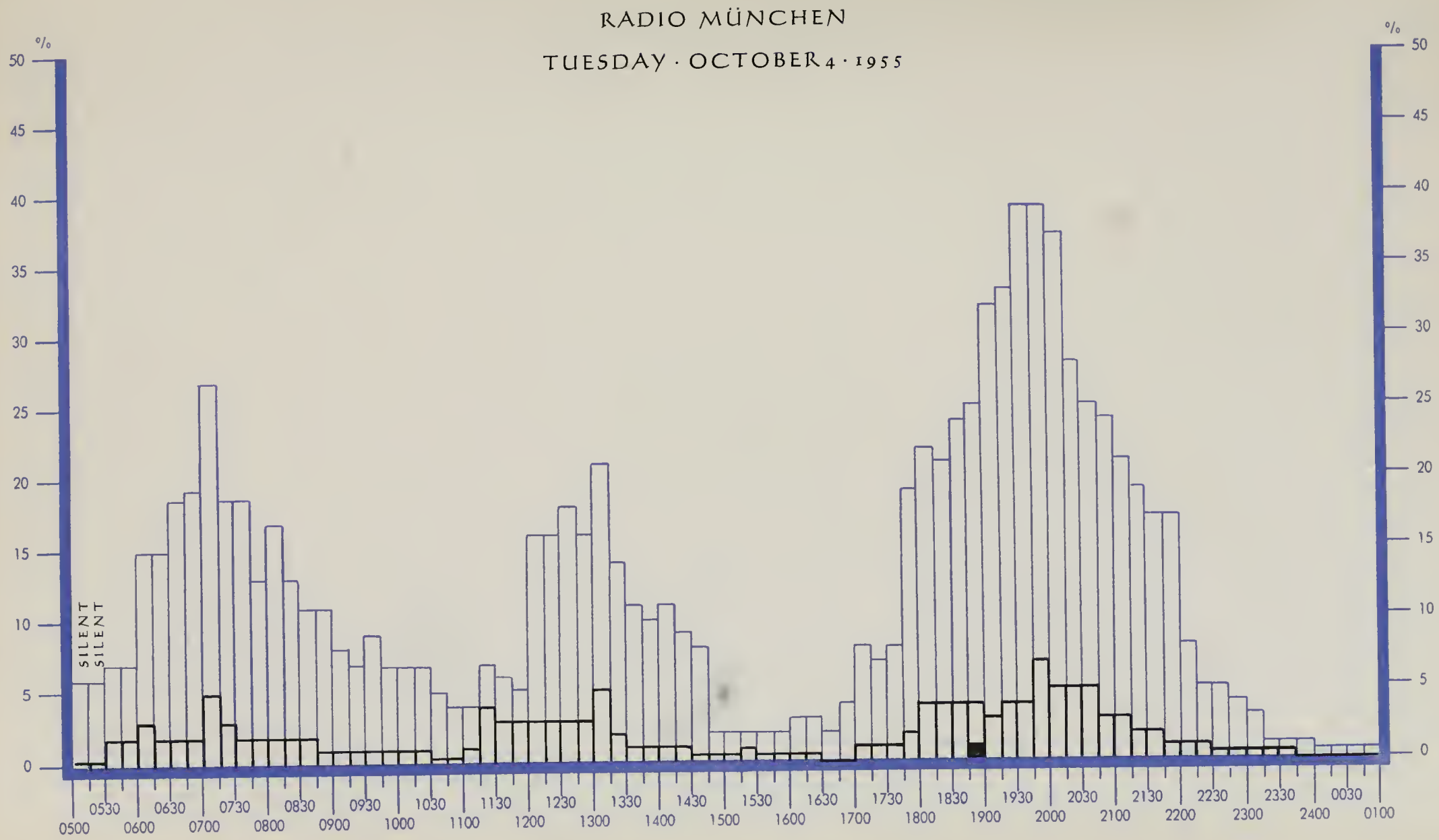

RADIO MÜNCHEN
TUESDAY · OCTOBER 4 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
0500
0530
0600
0630
0700
0730
0800
0830
0900
0930
1000
1030
1100
1130
1200
1230
1300
1330
1400
1430
1500
1530
1600
1630
1700
1730
1800
1830
1900
1930
2000
2030
2100
2130
2200
2230
2300
2330
2400
0030
0100

TABLE 8

HESSISCHER RUNDFUNK

TUESDAY · OCTOBER 4 · 1955

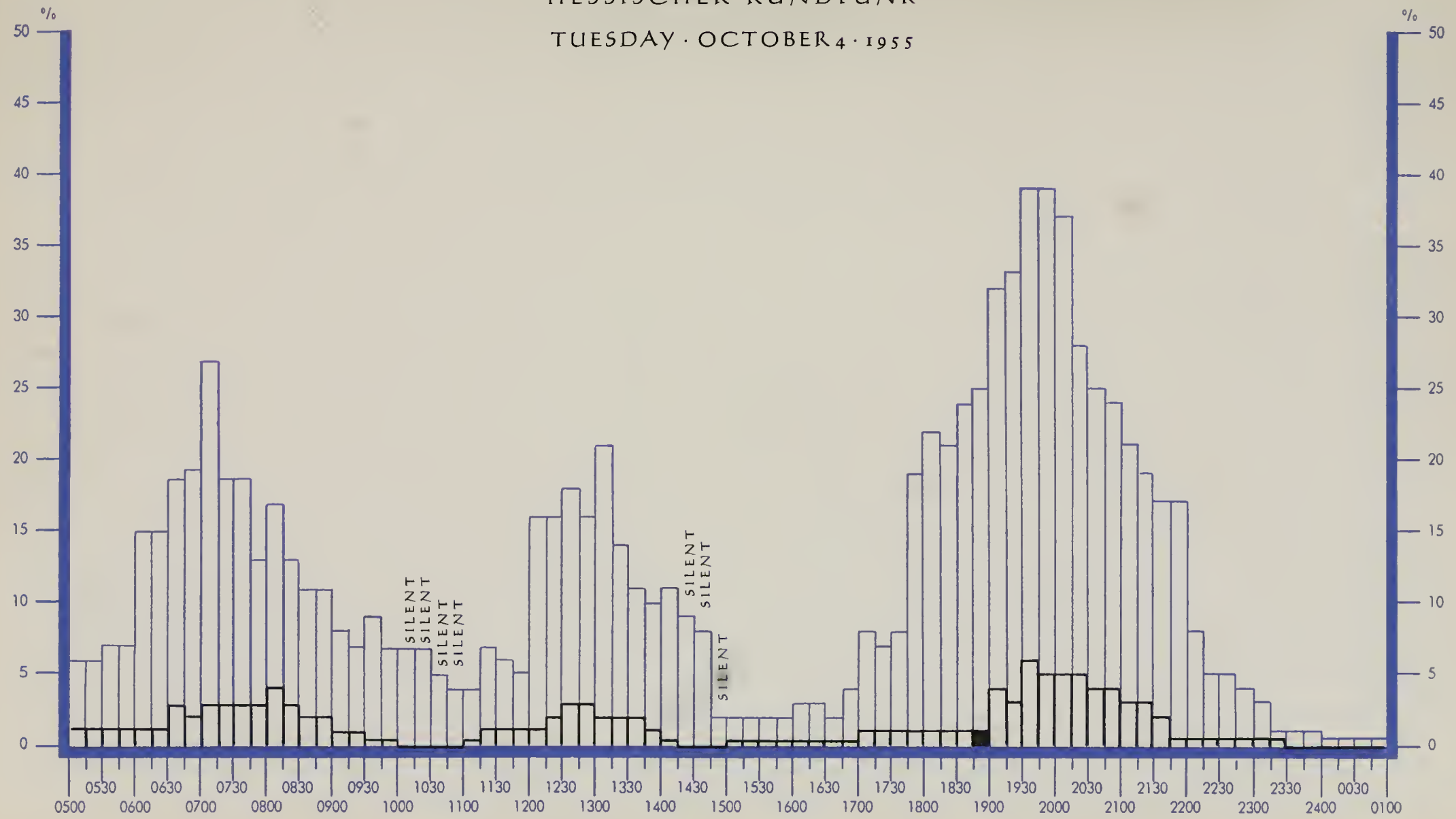


TABLE 9

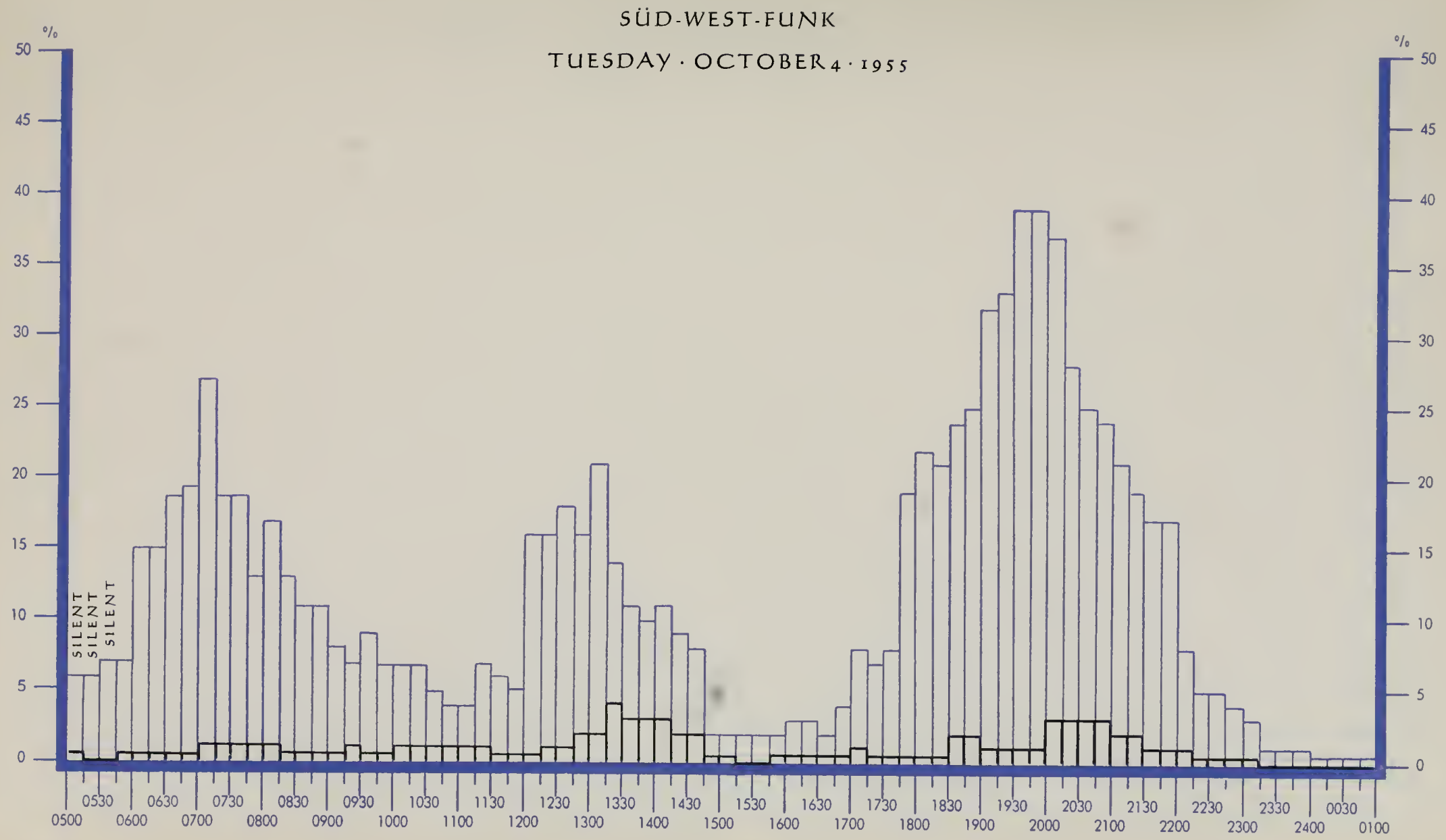

SÜD-WEST-FUNK
TUESDAY · OCTOBER 4 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
0500
0530
0600
0630
0700
0730
0800
0830
0900
0930
1000
1030
1100
1130
1200
1230
1300
1330
1400
1430
1500
1530
1600
1630
1700
1730
1800
1830
1900
1930
2000
2030
2100
2130
2200
2230
2300
2330
2400
0030
0100

TABLE 10

RADIO-STUTTGART

TUESDAY · OCTOBER 4 · 1955

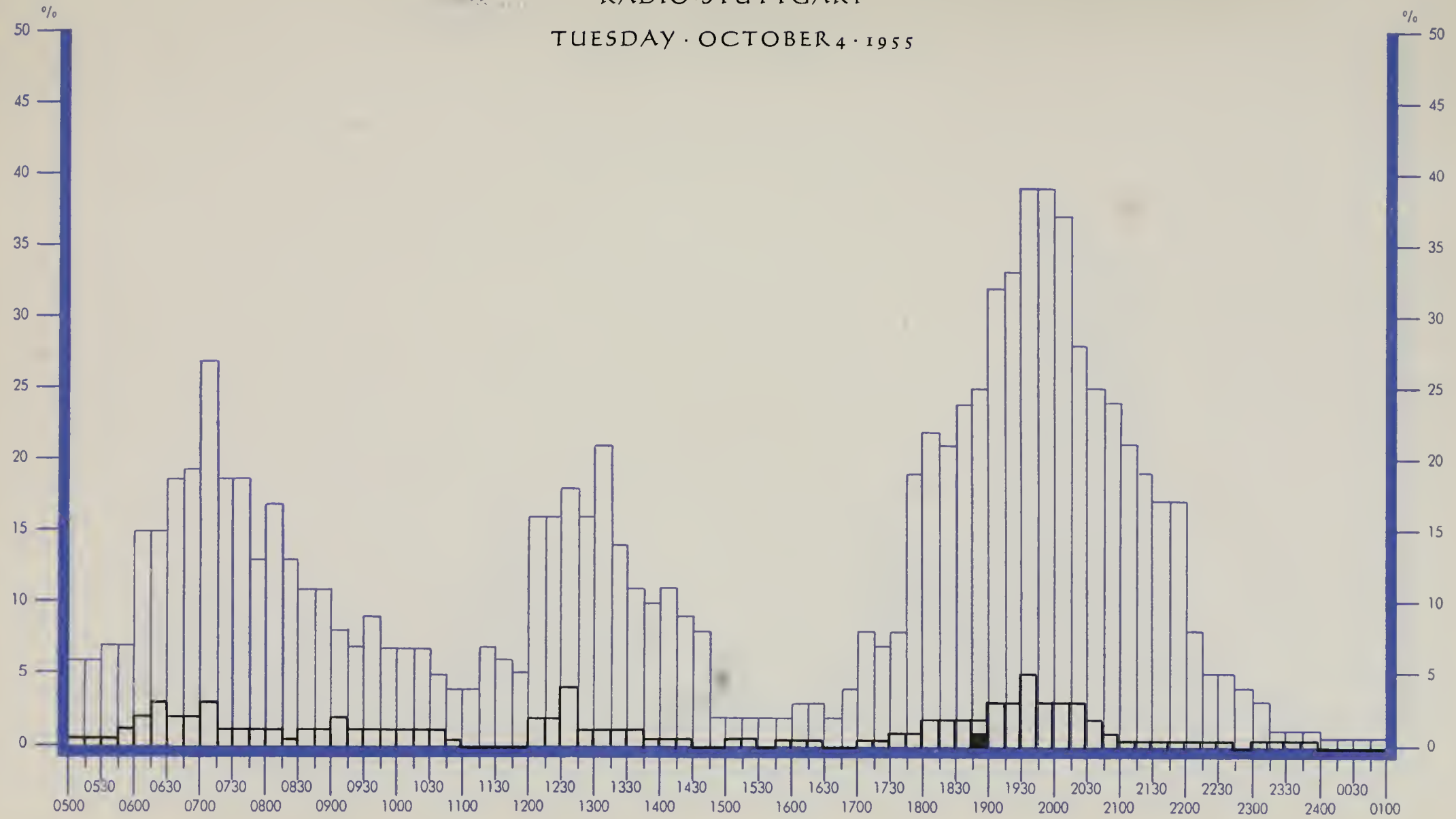


TABLE II

RIAS

TUESDAY · OCTOBER 18 · 1955

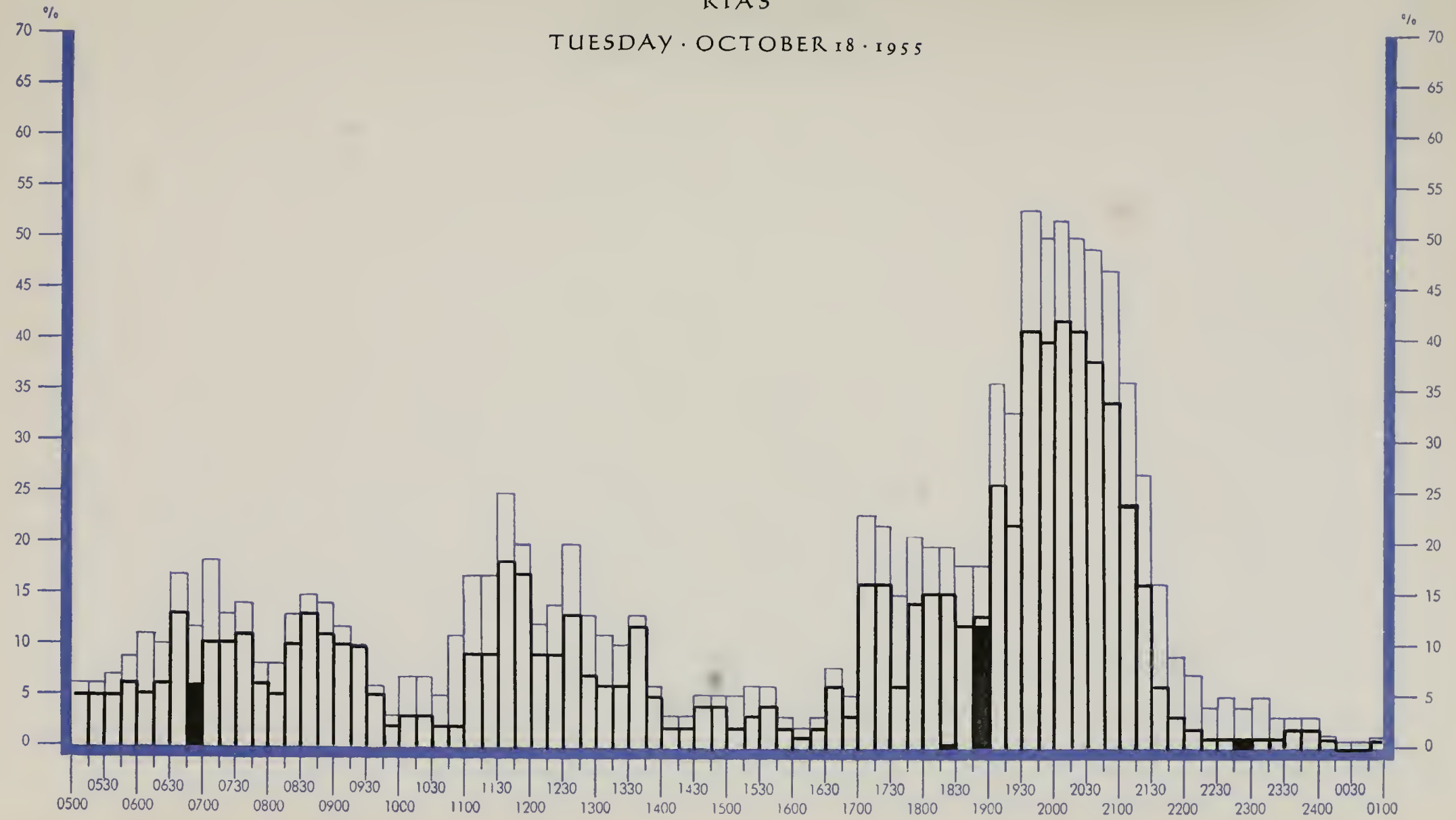


TABLE 12

SENDER FREIES BERLIN

TUESDAY · OCTOBER 18 · 1955

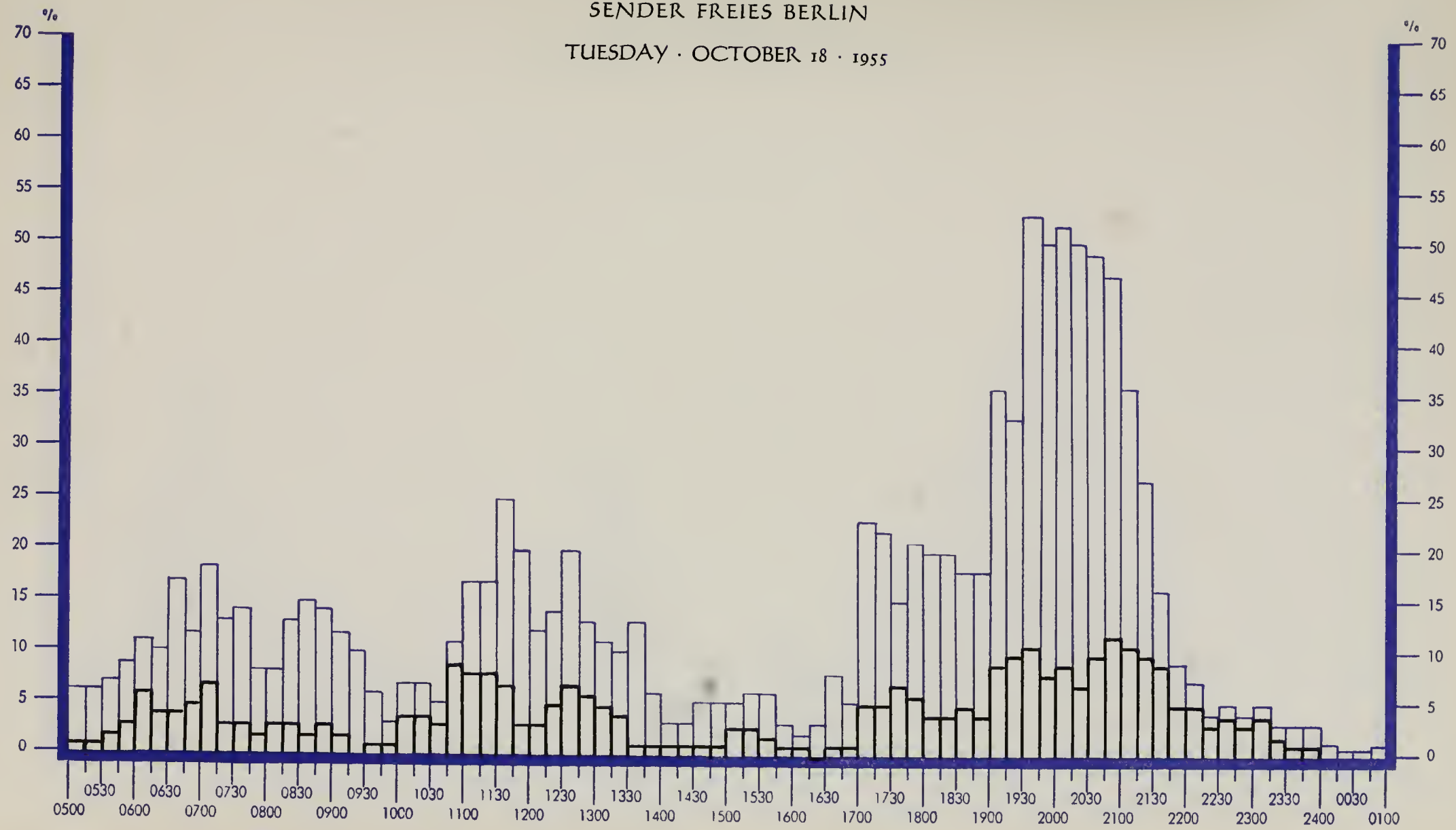


TABLE 12a

NWDR

WEDNESDAY · OCTOBER 5 · 1955

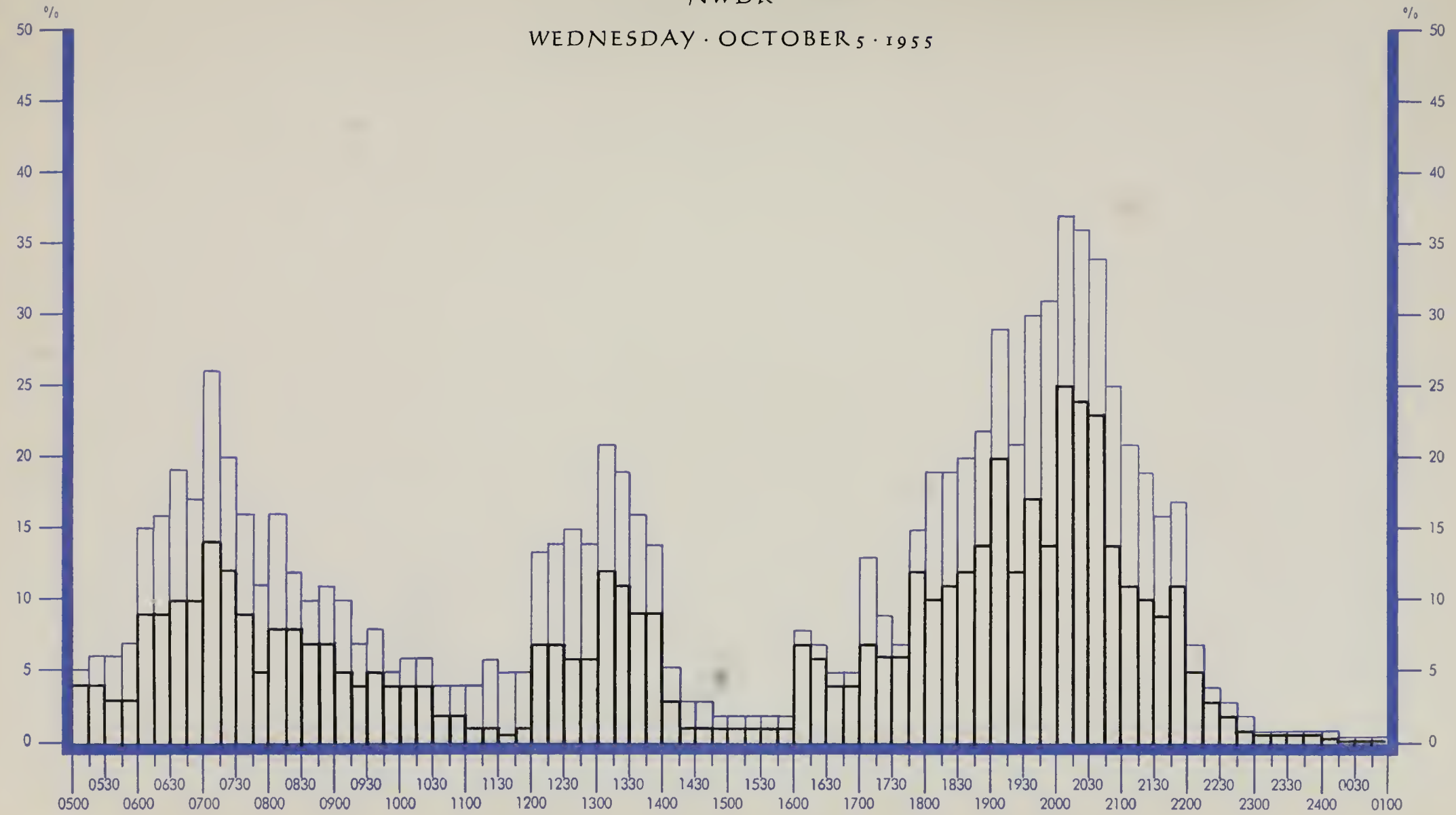


TABLE 13

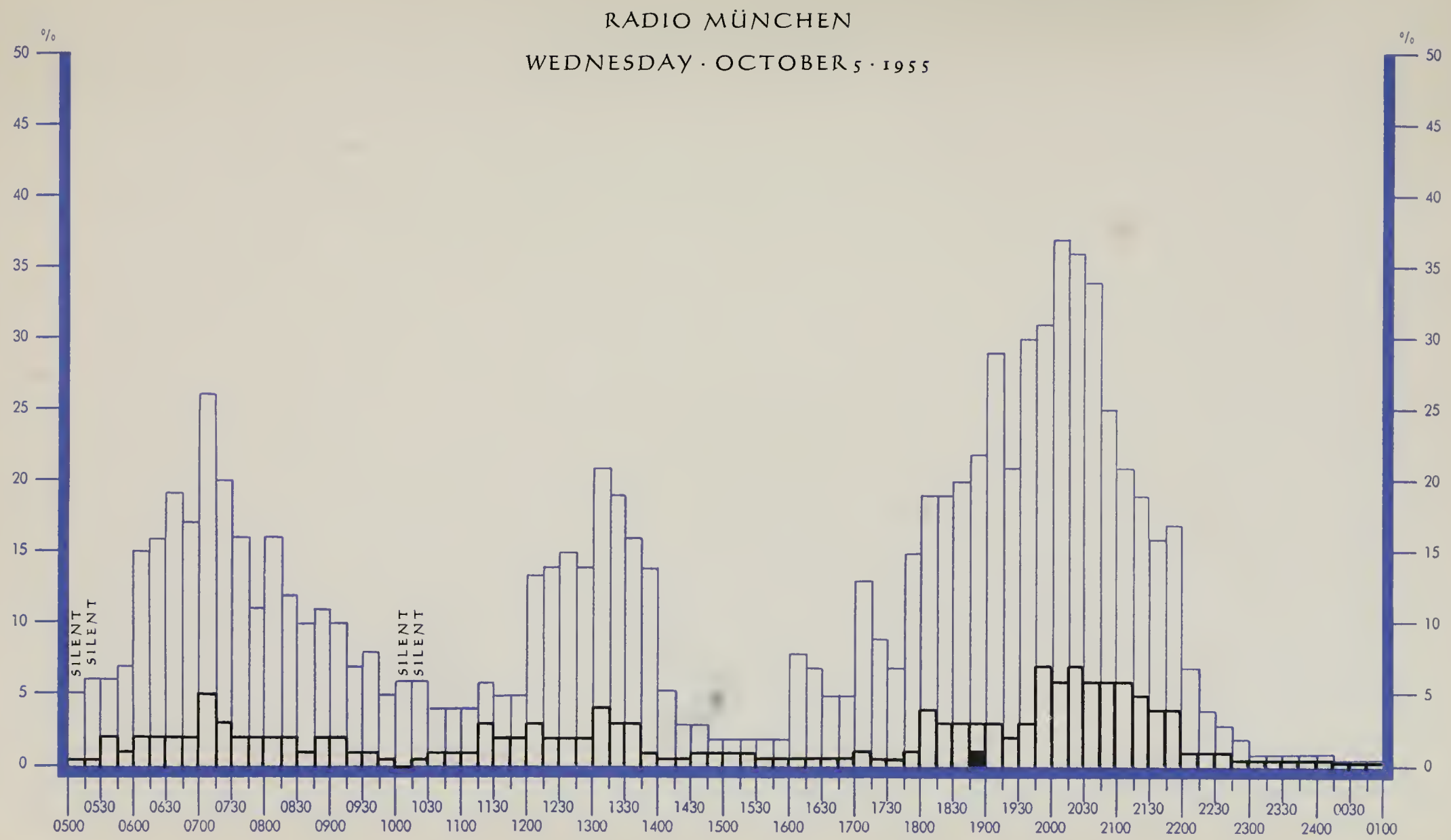

RADIO MÜNCHEN
WEDNESDAY · OCTOBER 5 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 14

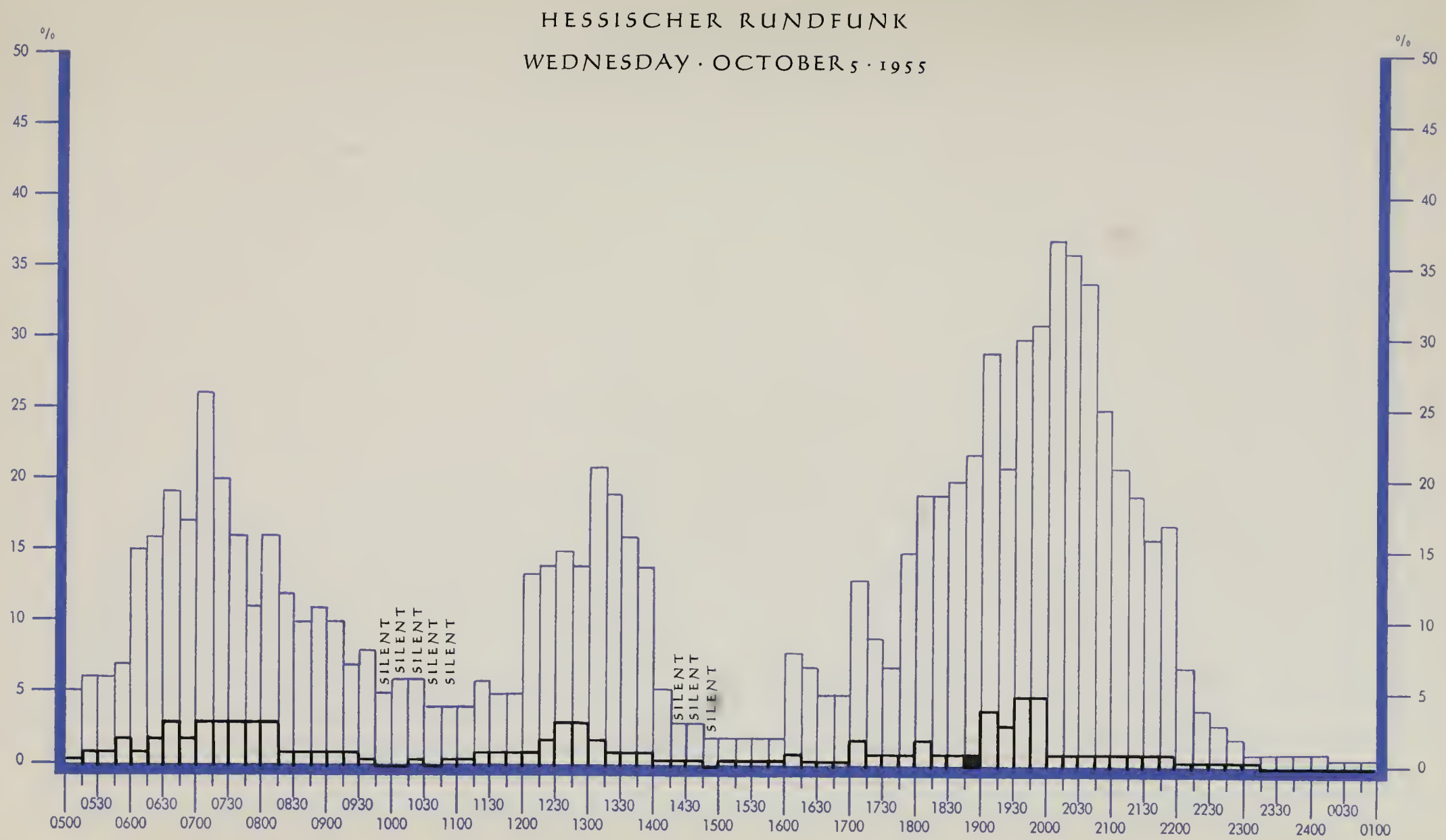

HESSISCHER RUNDFUNK
WEDNESDAY · OCTOBER 5 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
SILENT
SILENT
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 15

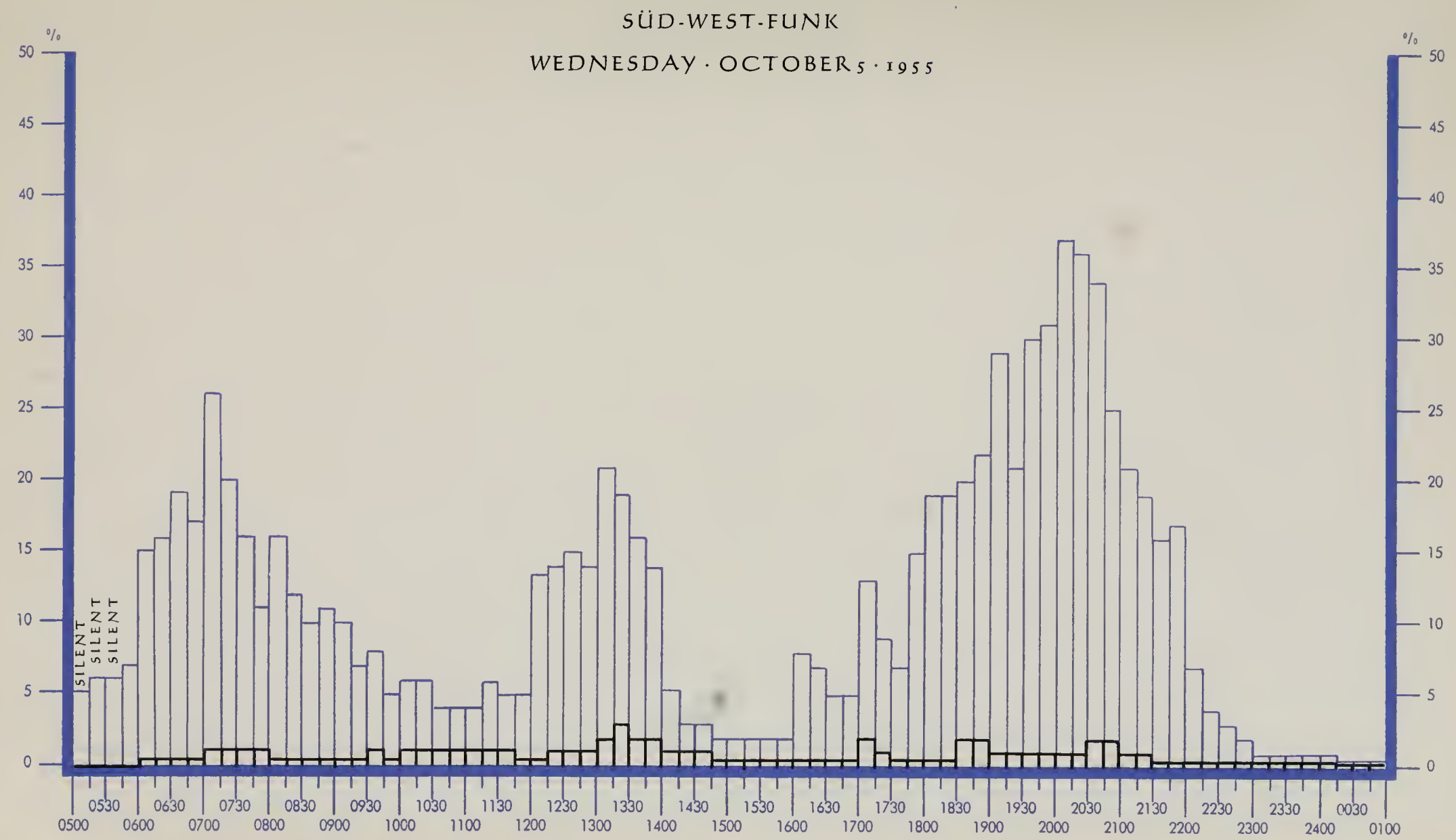

SÜD-WEST-FUNK
WEDNESDAY · OCTOBER 5 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 16

RADIO-STUTTGART

WEDNESDAY · OCTOBER 5 · 1955

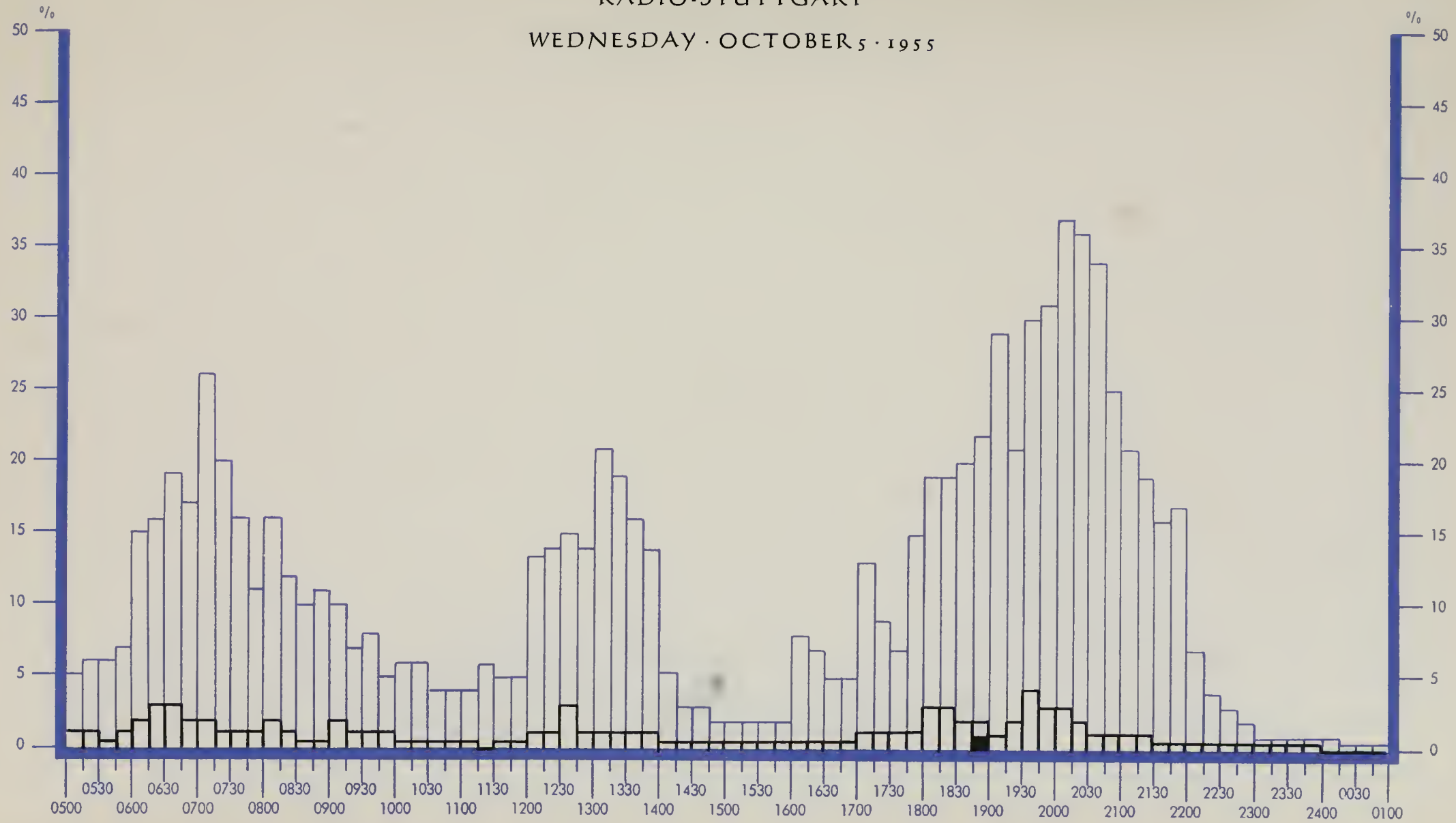


TABLE 17

RIAS

WEDNESDAY · OCTOBER 19 · 1955

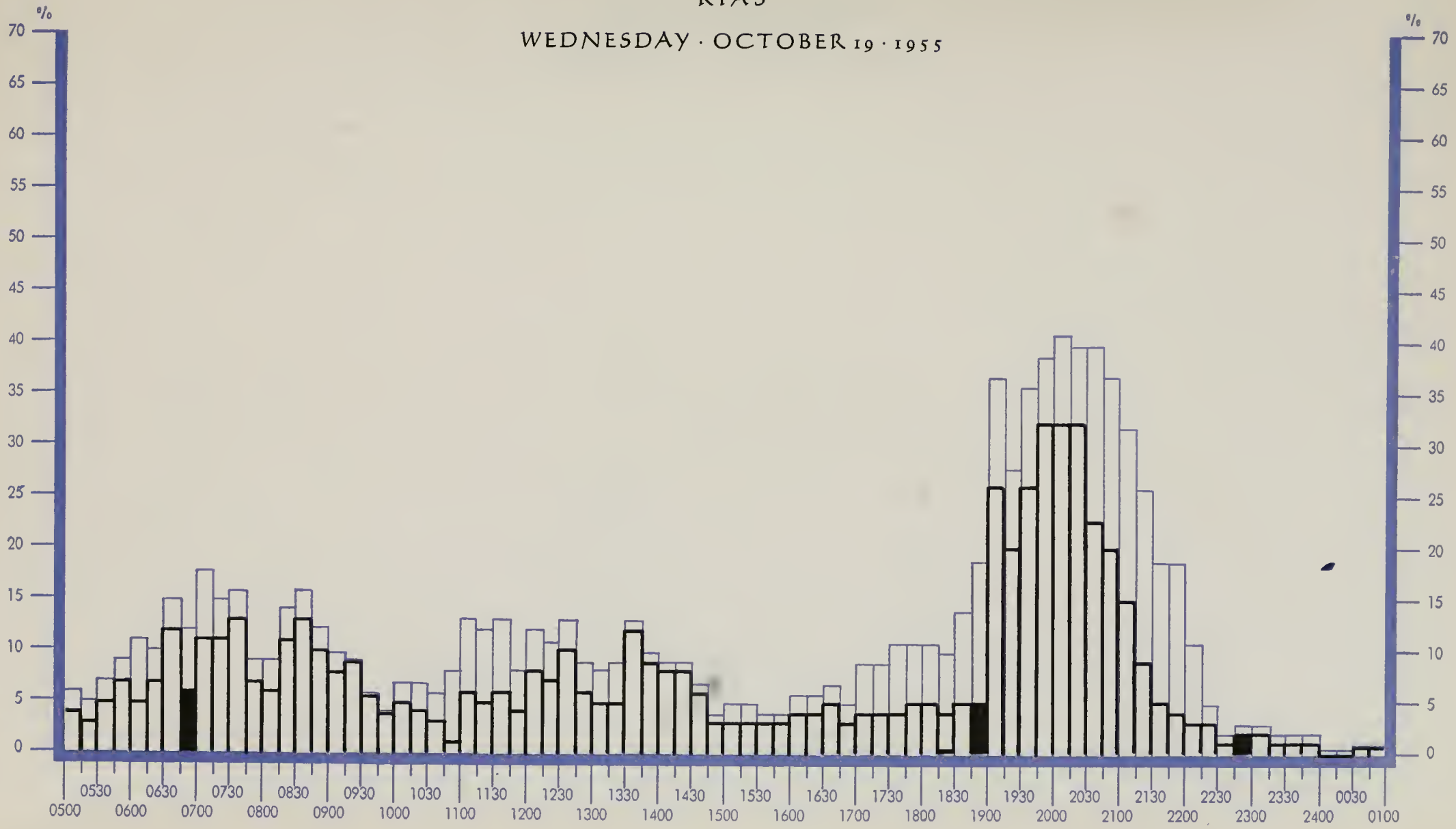


TABLE 18

SENDER FREIES BERLIN

WEDNESDAY · OCTOBER 19 · 1955

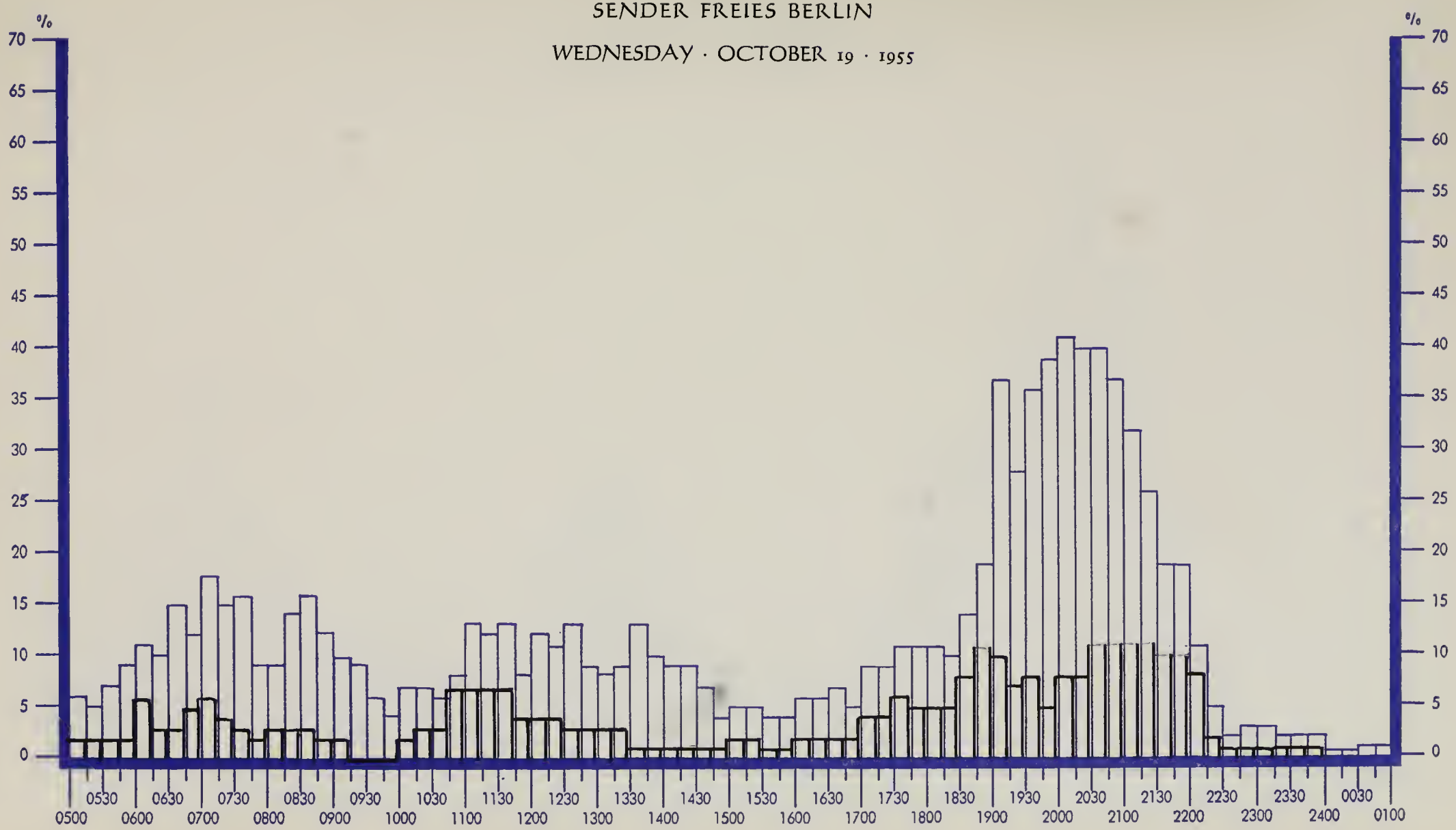


TABLE 18a

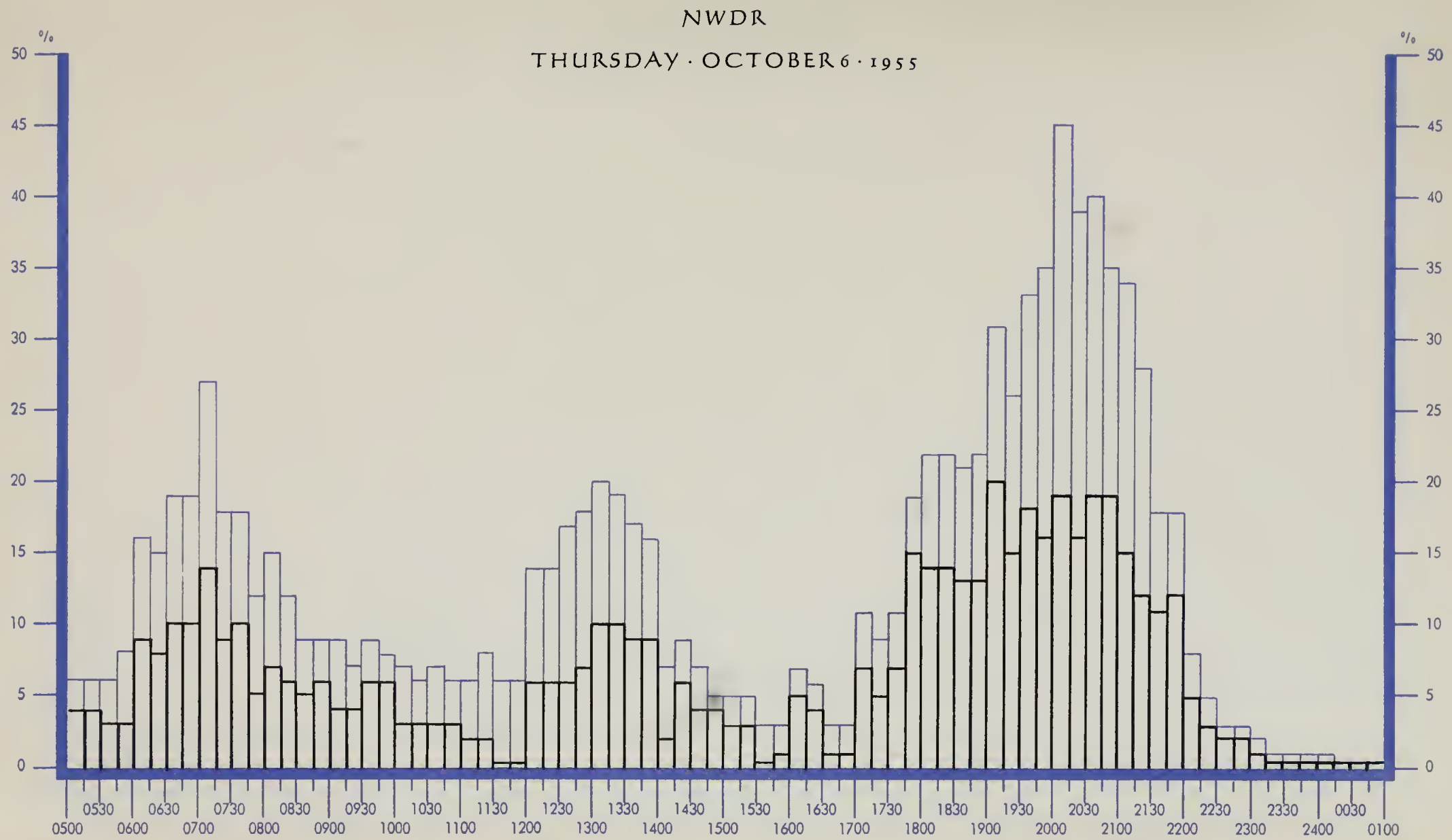

NWDR
THURSDAY · OCTOBER 6 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
0530 0630 0730 0830 0930 1030 1130 1230 1330 1430 1530 1630 1730 1830 1930 2030 2130 2230 2330 0030
0500 0600 0700 0800 0900 1000 1100 1200 1300 1400 1500 1600 1700 1800 1900 2000 2100 2200 2300 2400 0100

TABLE 19

RADIO MÜNCHEN

THURSDAY · OCTOBER 6 · 1955

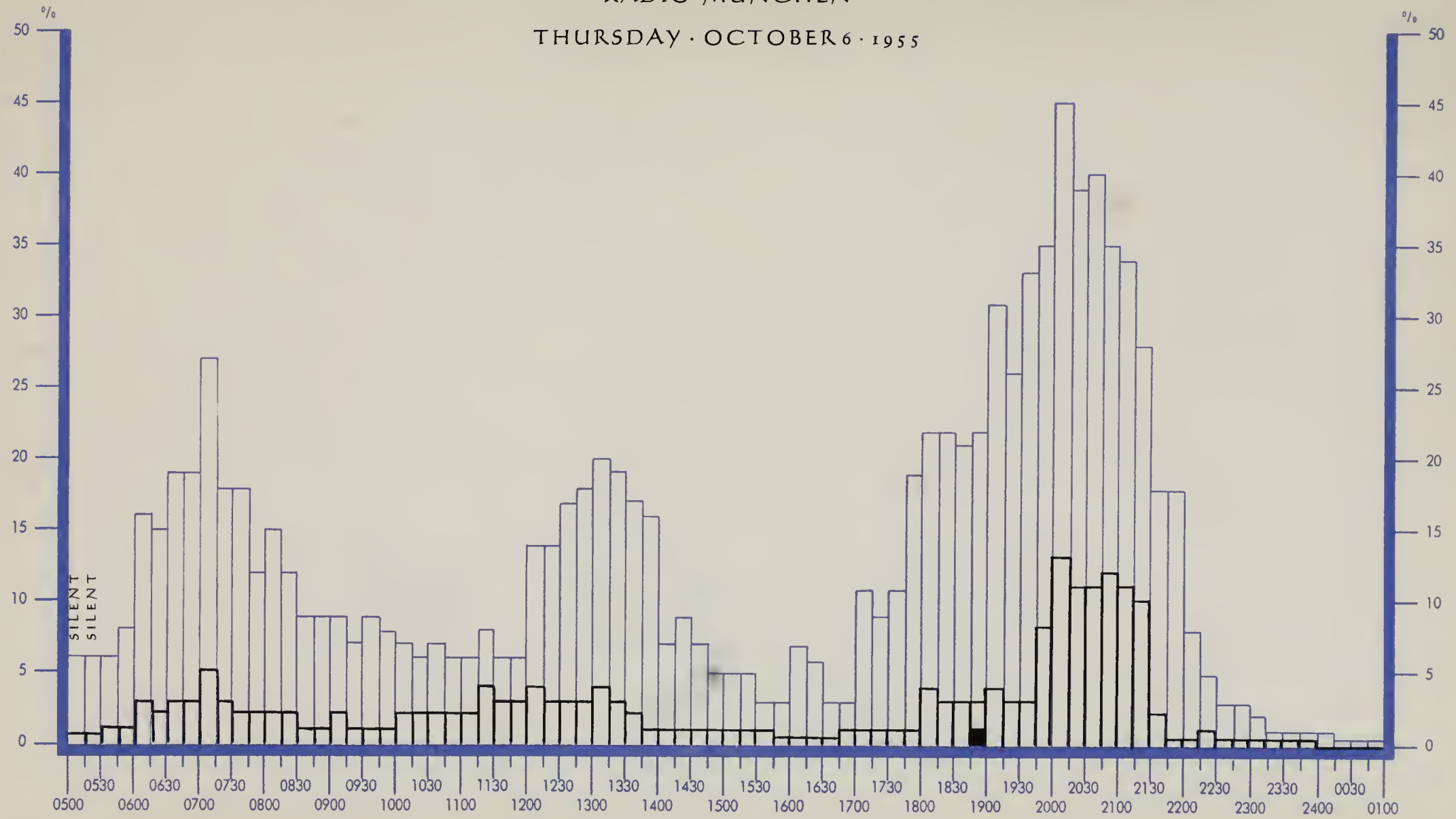


TABLE 20

HESSISCHER RUNDFUNK

THURSDAY · OCTOBER 6 · 1955

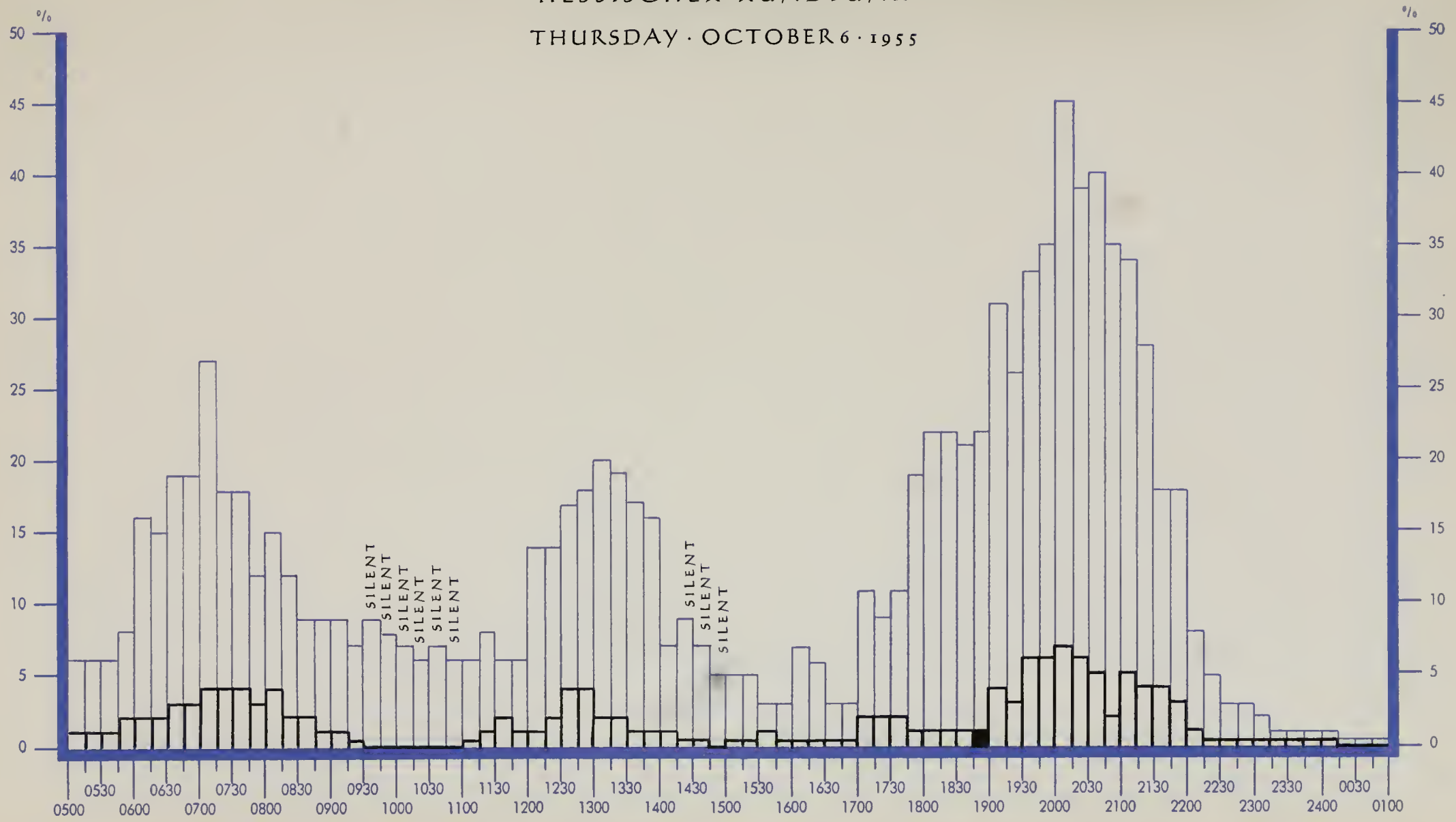


TABLE 21

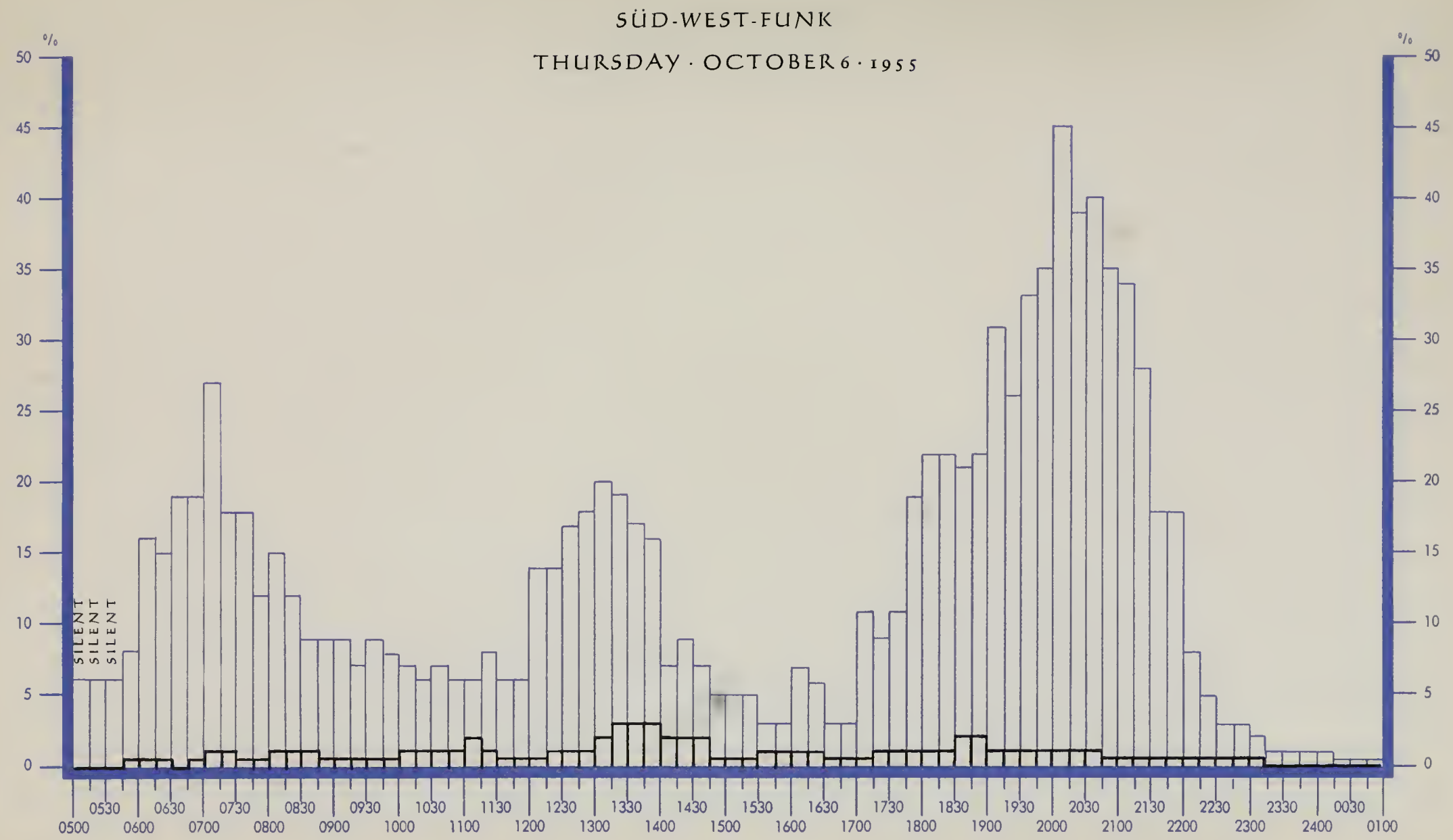

SÜD-WEST-FUNK
THURSDAY · OCTOBER 6 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 22

RADIO-STUTTGART

THURSDAY · OCTOBER 6 · 1955

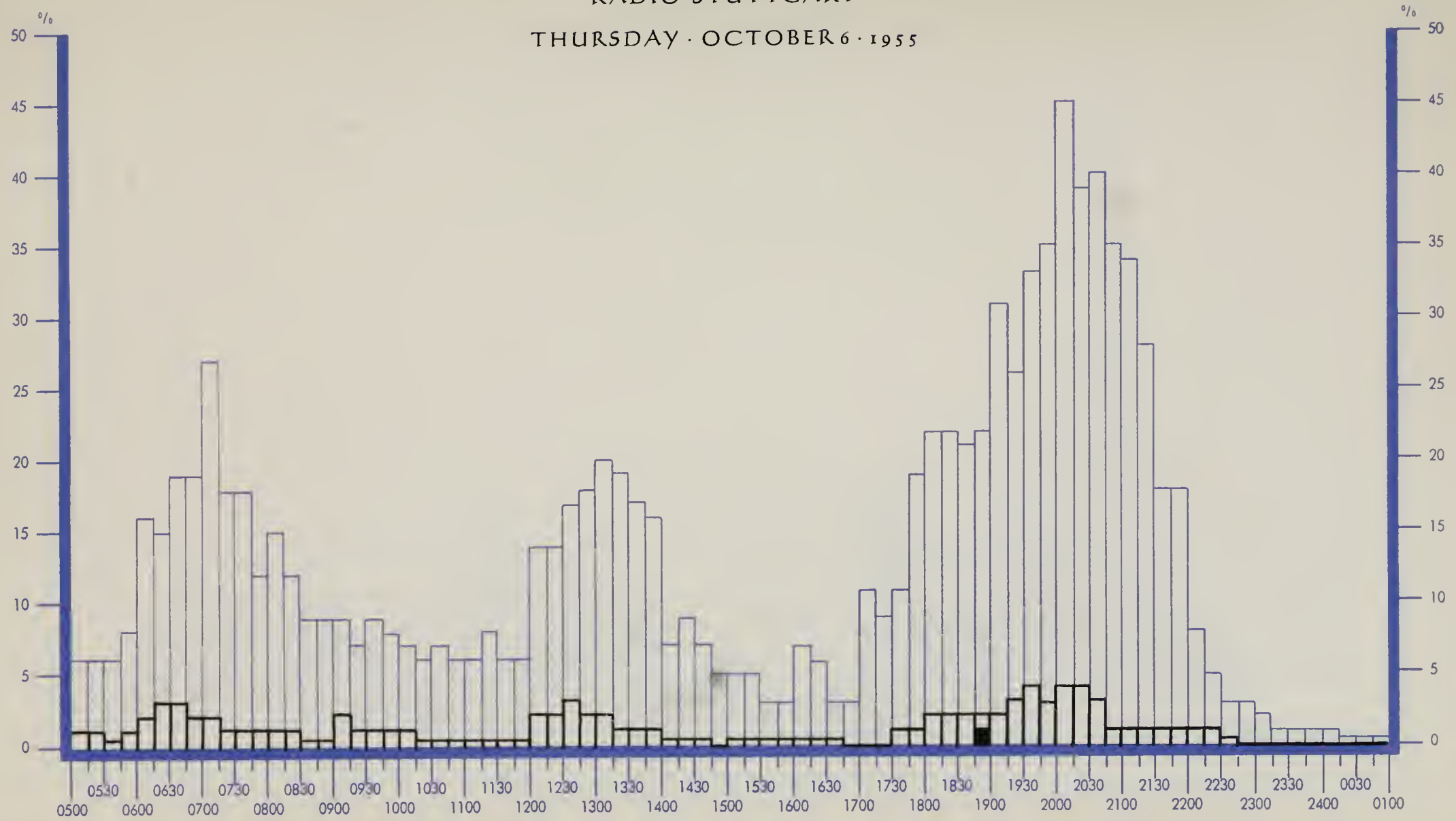


TABLE 23

RIAS

THURSDAY · OCTOBER 20 · 1955

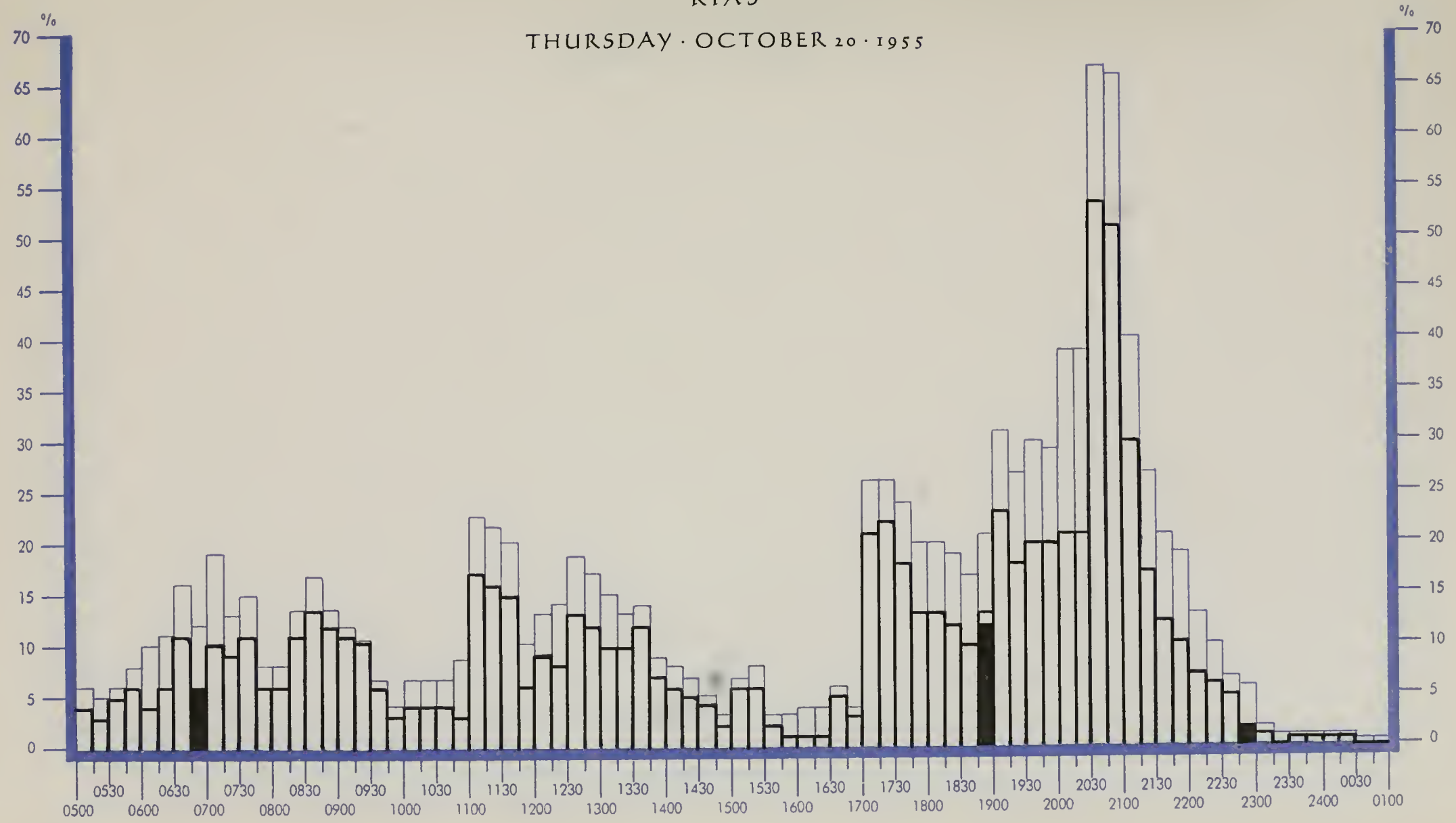


TABLE 24

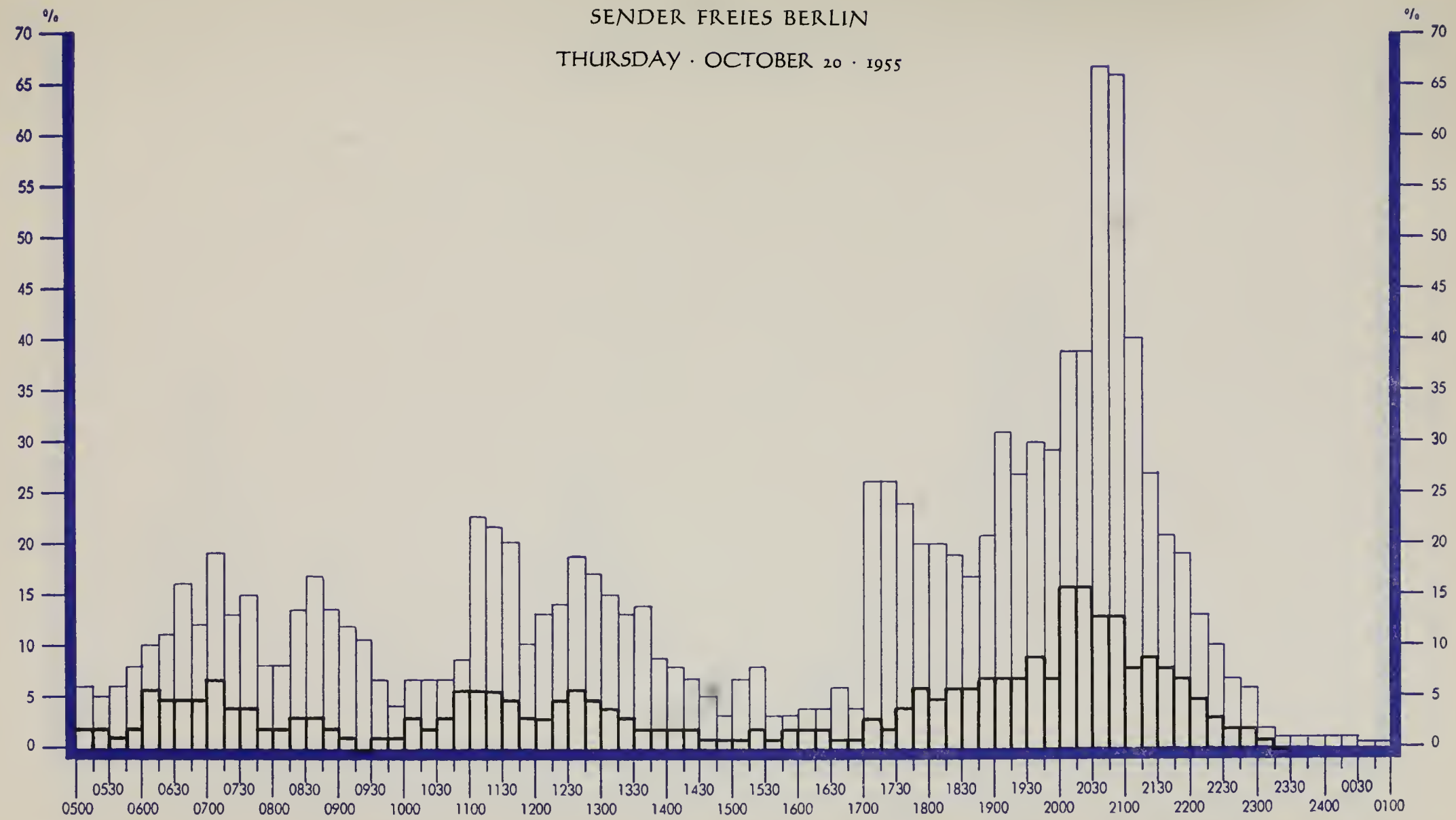

SENDER FREIES BERLIN
THURSDAY · OCTOBER 20 · 1955
%
70
65
60
55
50
45
40
35
30
25
20
15
10
5
0
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 24a

NWDR

FRIDAY · OCTOBER 7 · 1955

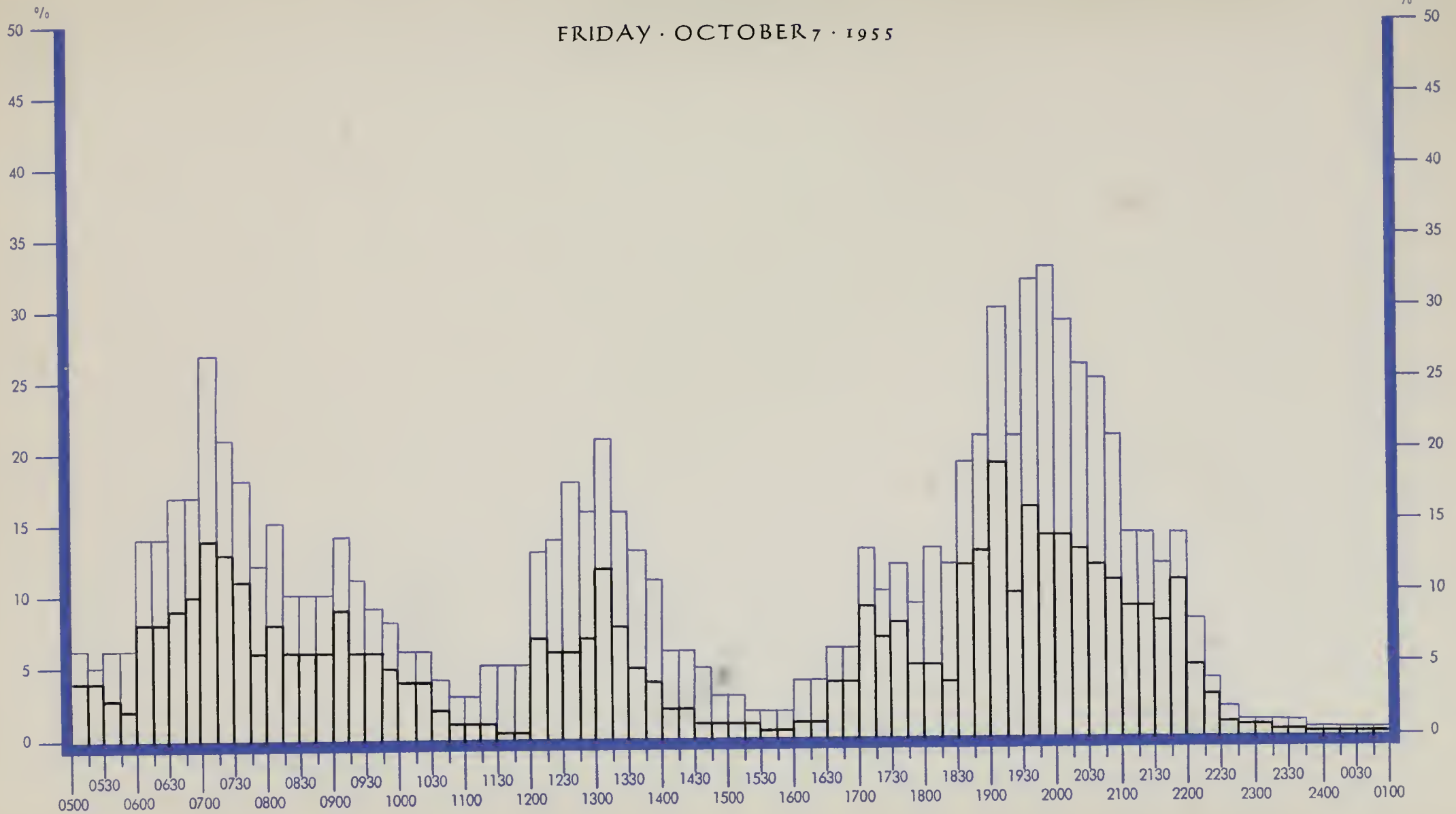


TABLE 25

RADIO MÜNCHEN

FRIDAY · OCTOBER 7 · 1955

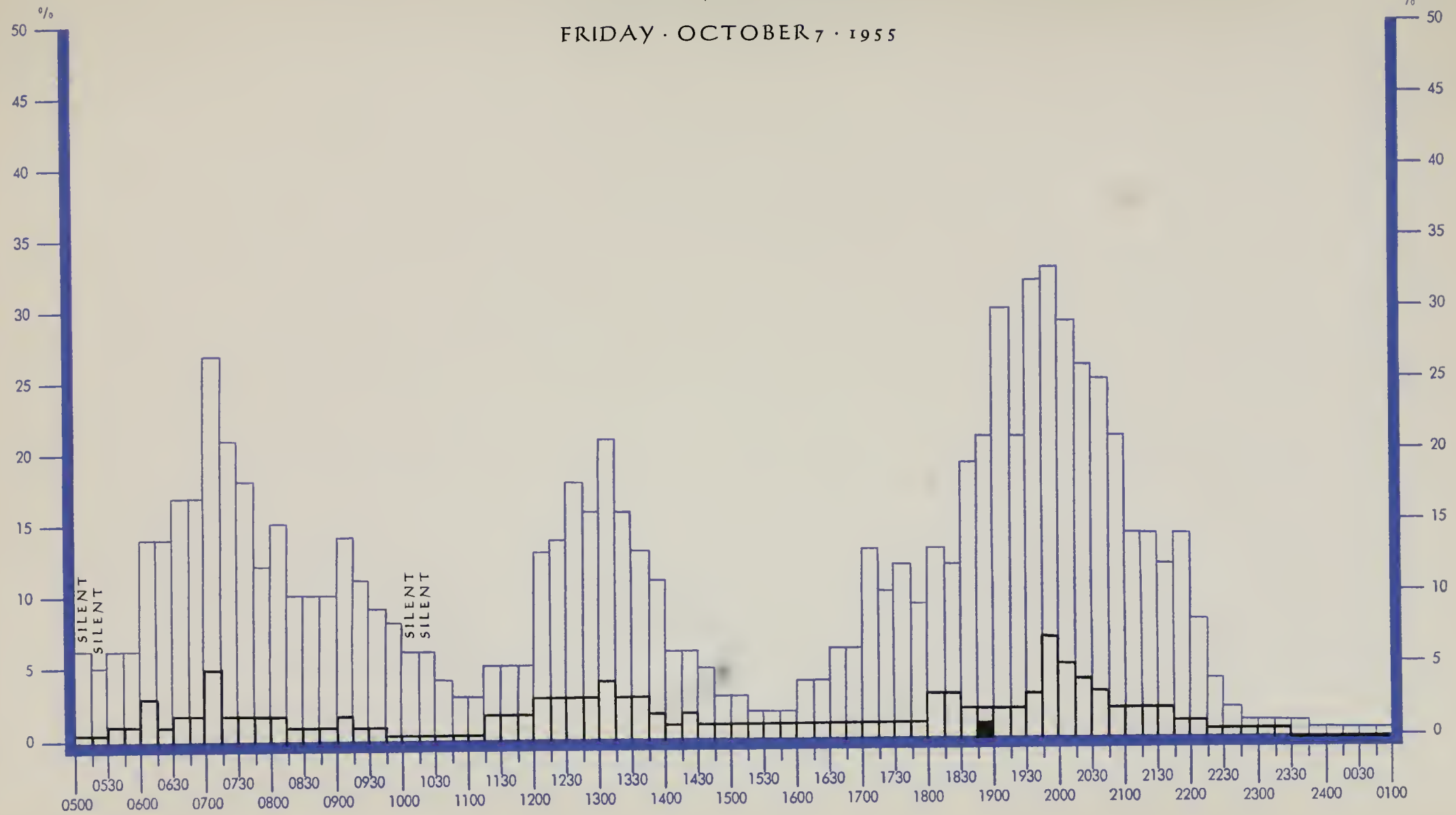


TABLE 26

HESSISCHER RUNDFUNK

FRIDAY · OCTOBER 7 · 1955

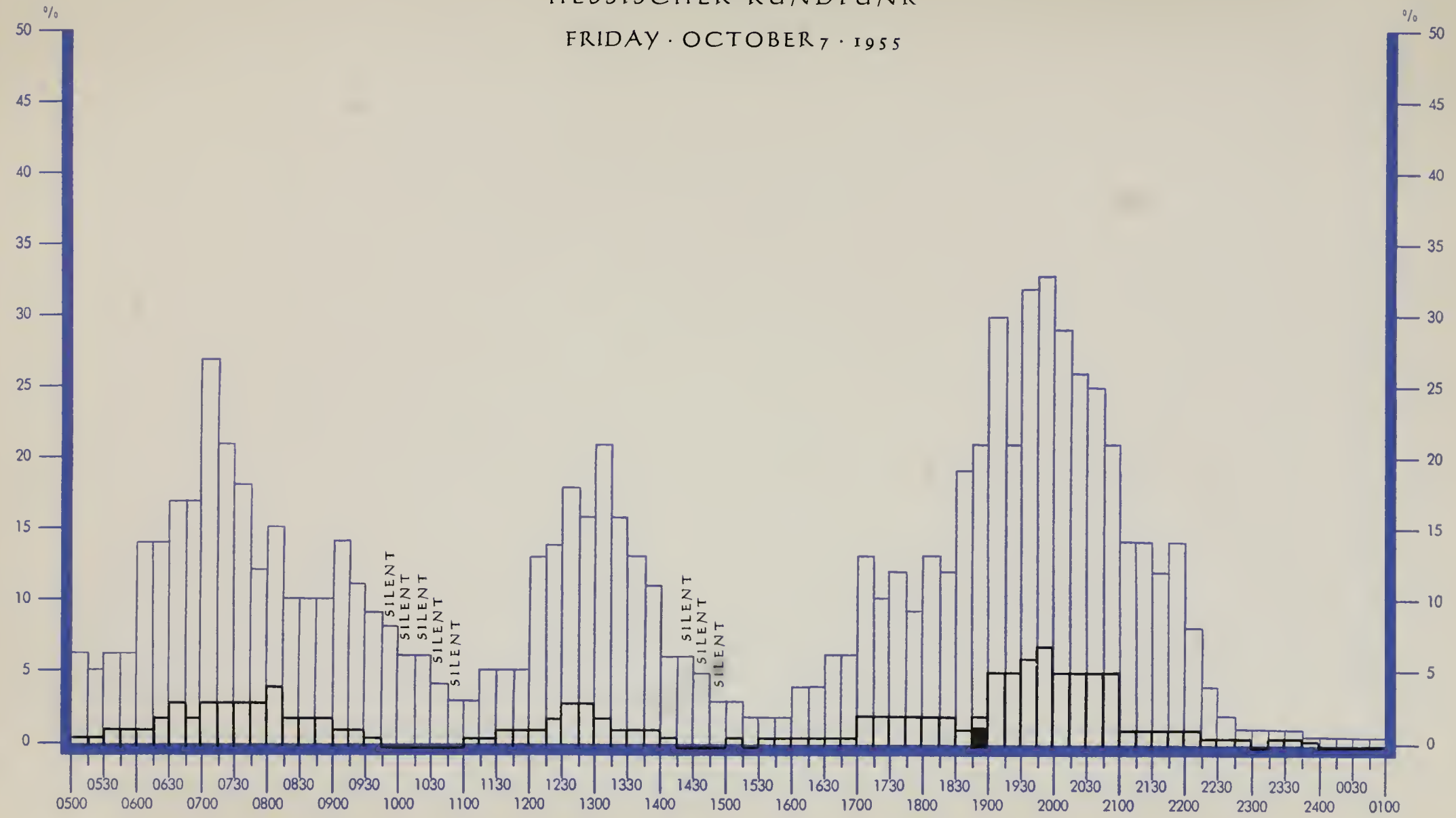


TABLE 27

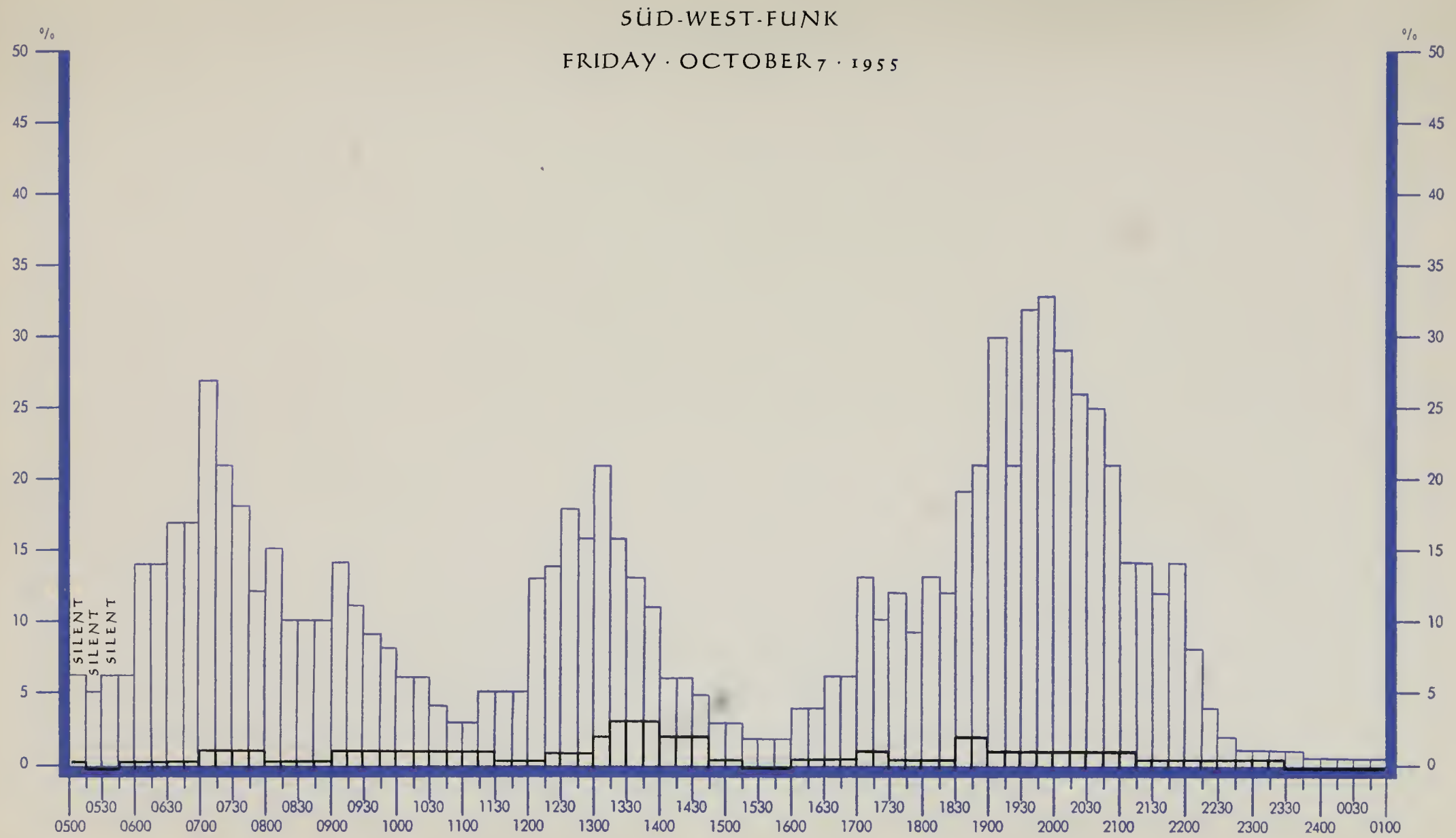

SÜD-WEST-FUNK
FRIDAY · OCTOBER 7 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 28

RADIO-STUTTGART

FRIDAY · OCTOBER 7 · 1955

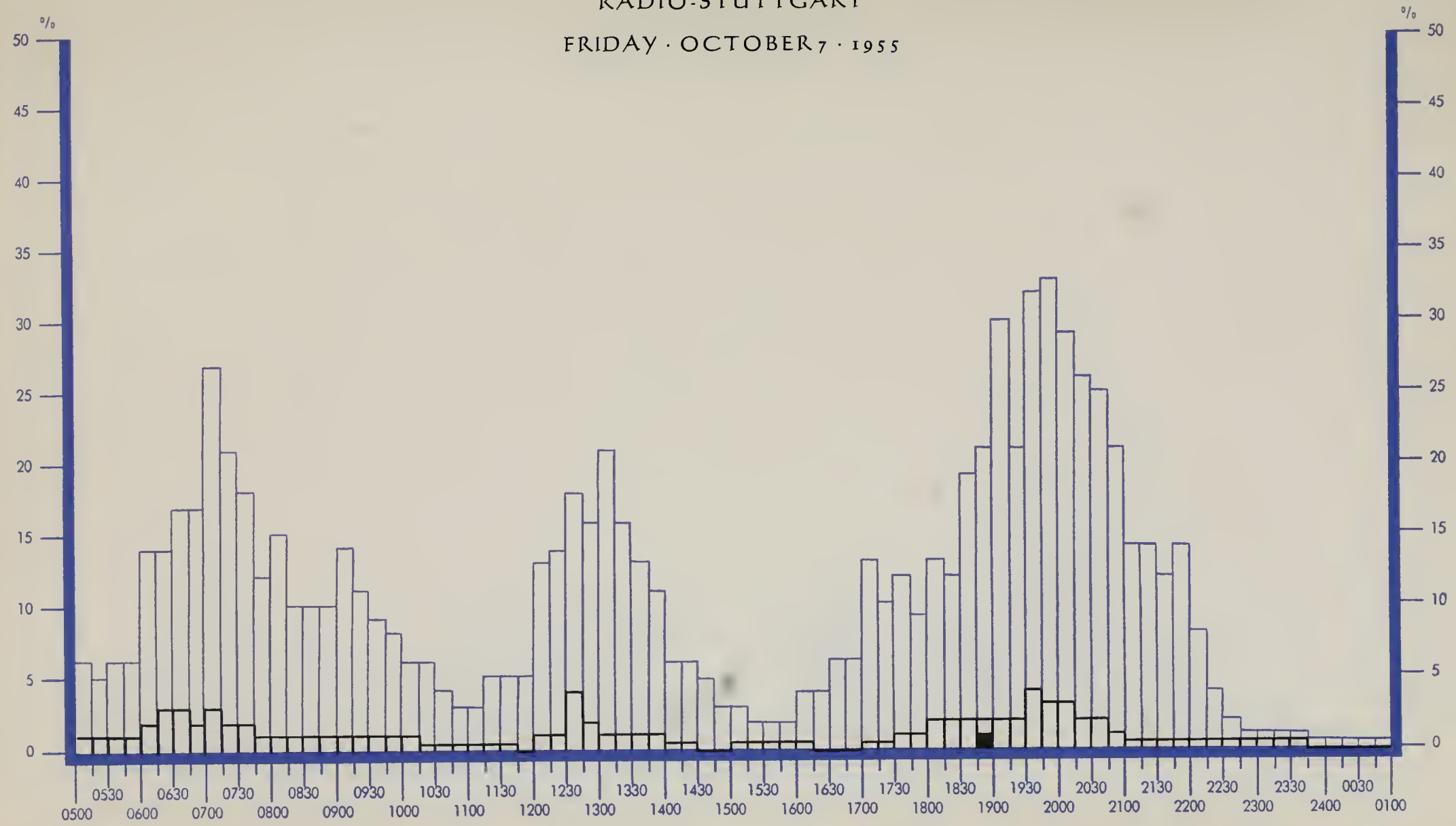


TABLE 29

RIAS

FRIDAY · OCTOBER 21 · 1955

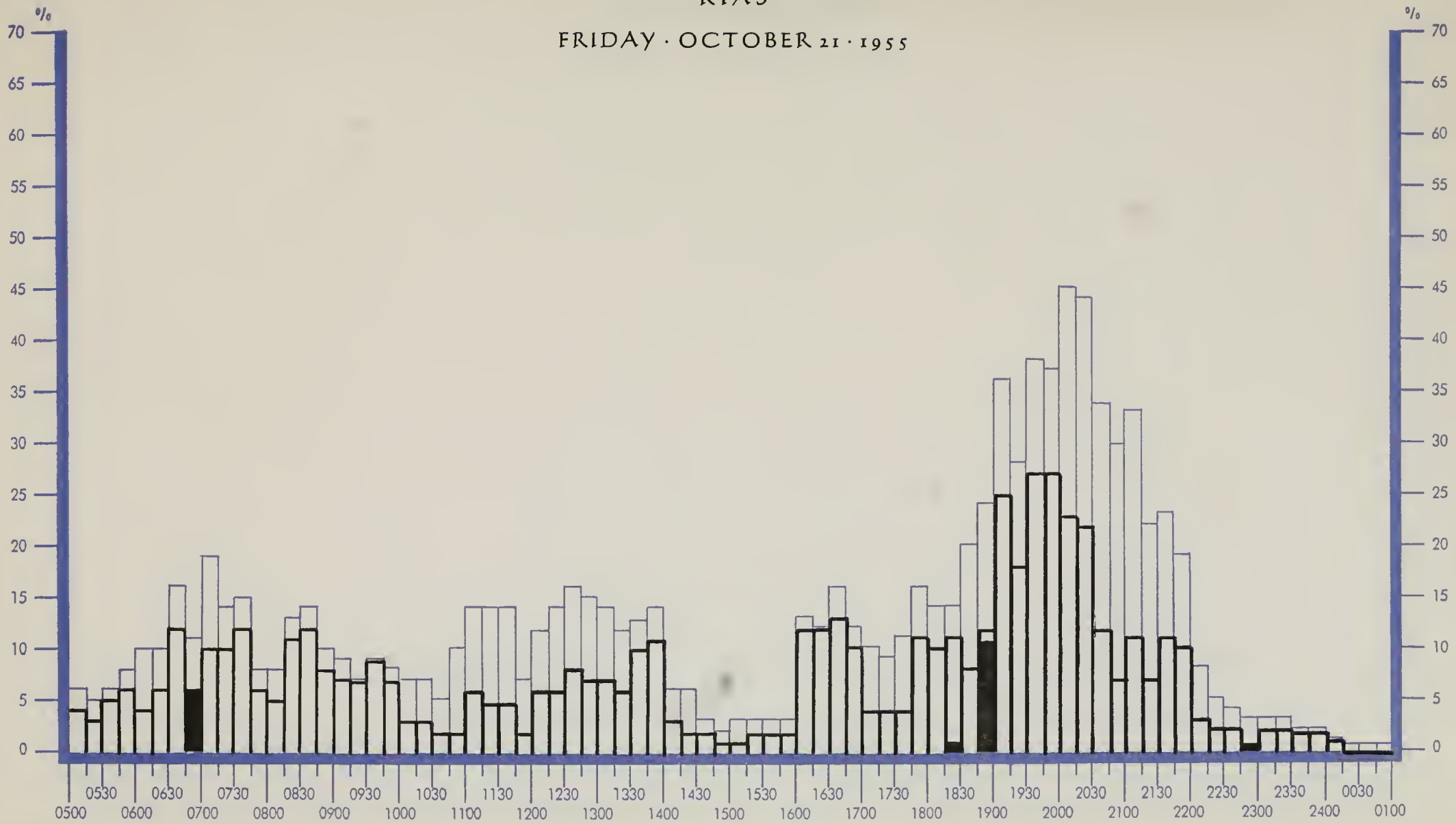


TABLE 30

SENDER FREIES BERLIN

FRIDAY · OCTOBER 21 · 1955

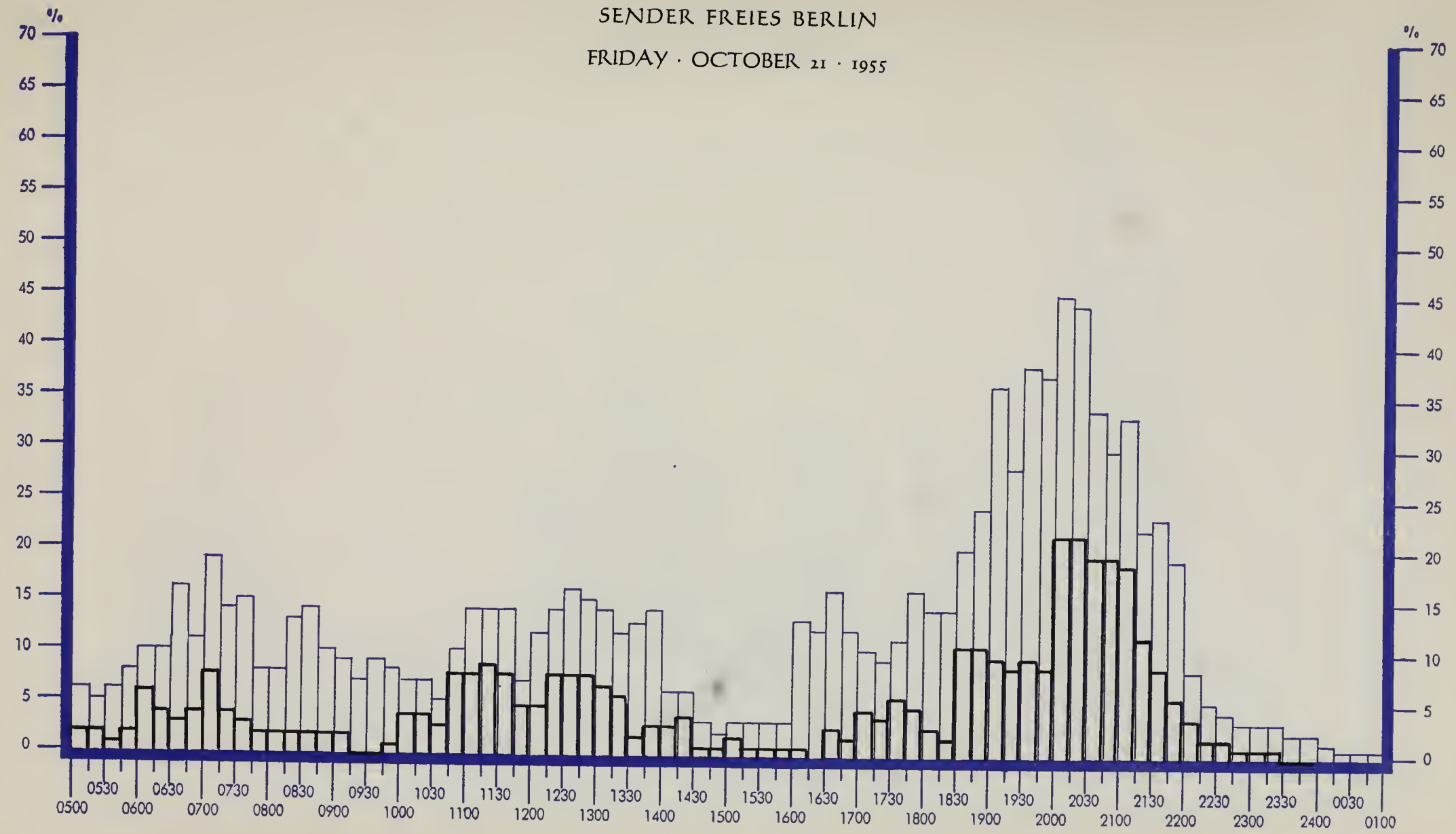


TABLE 30a

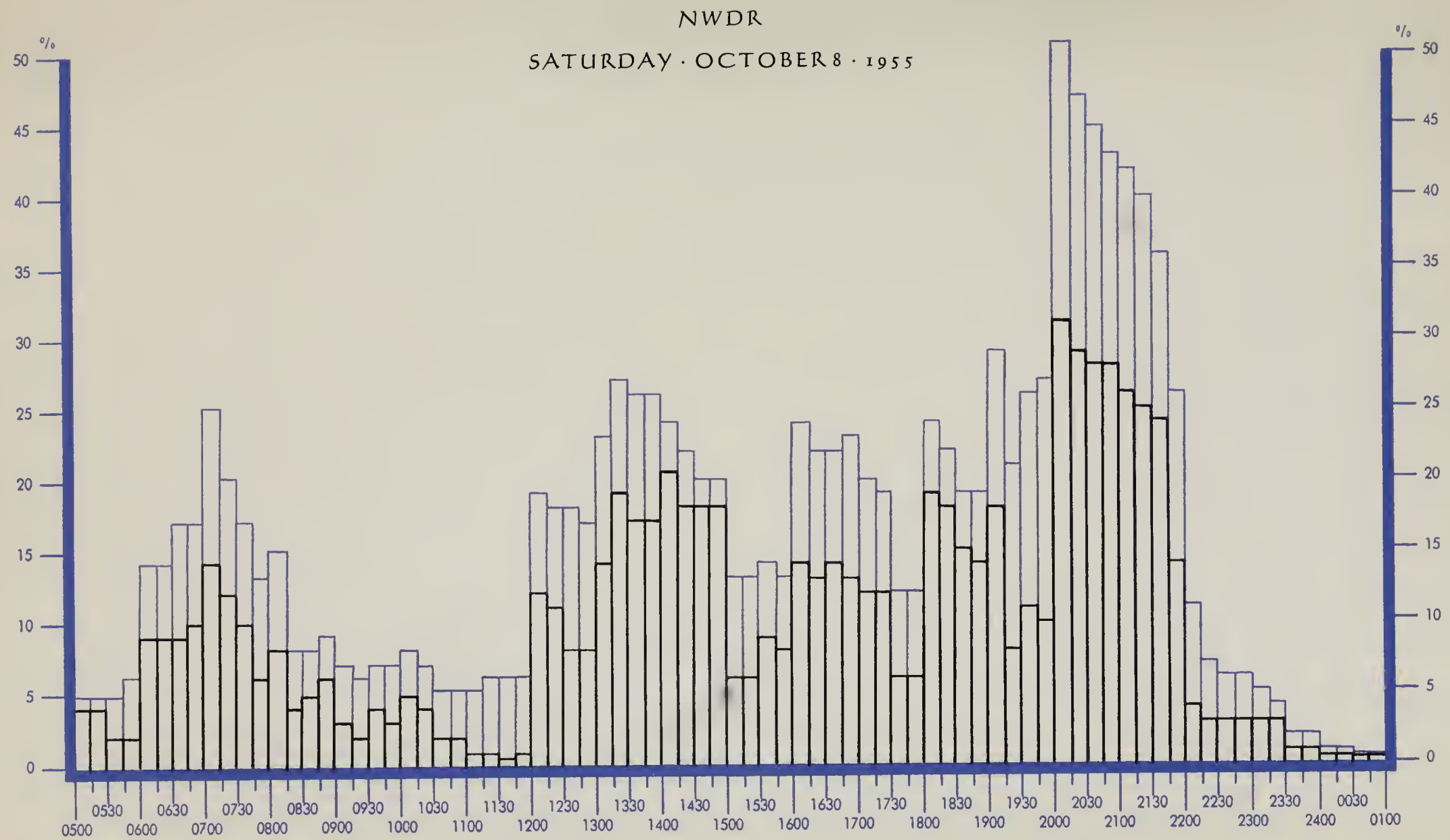

NWDR
SATURDAY · OCTOBER 8 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 31

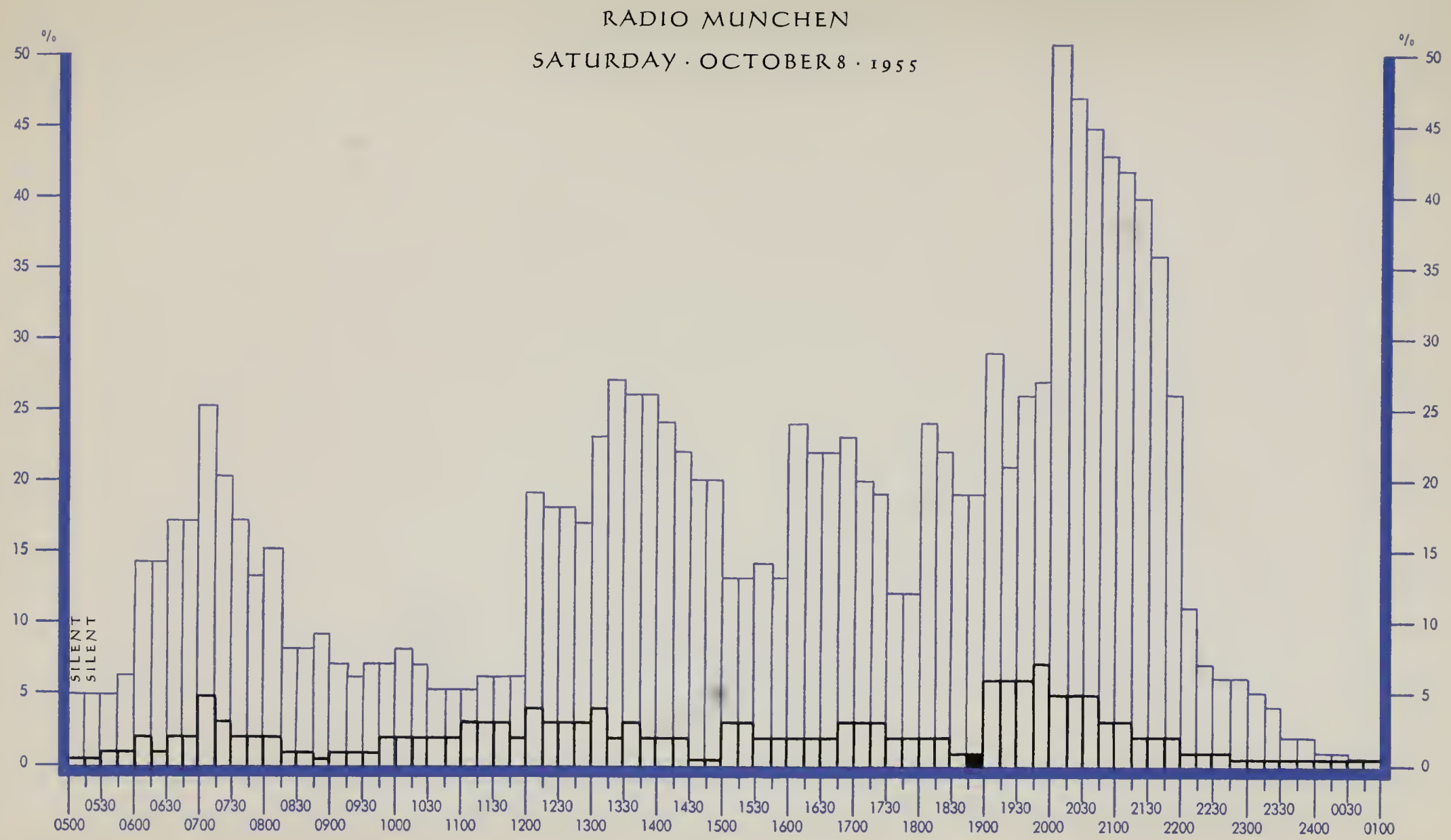

RADIO MUNCHEN
SATURDAY · OCTOBER 8 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 32

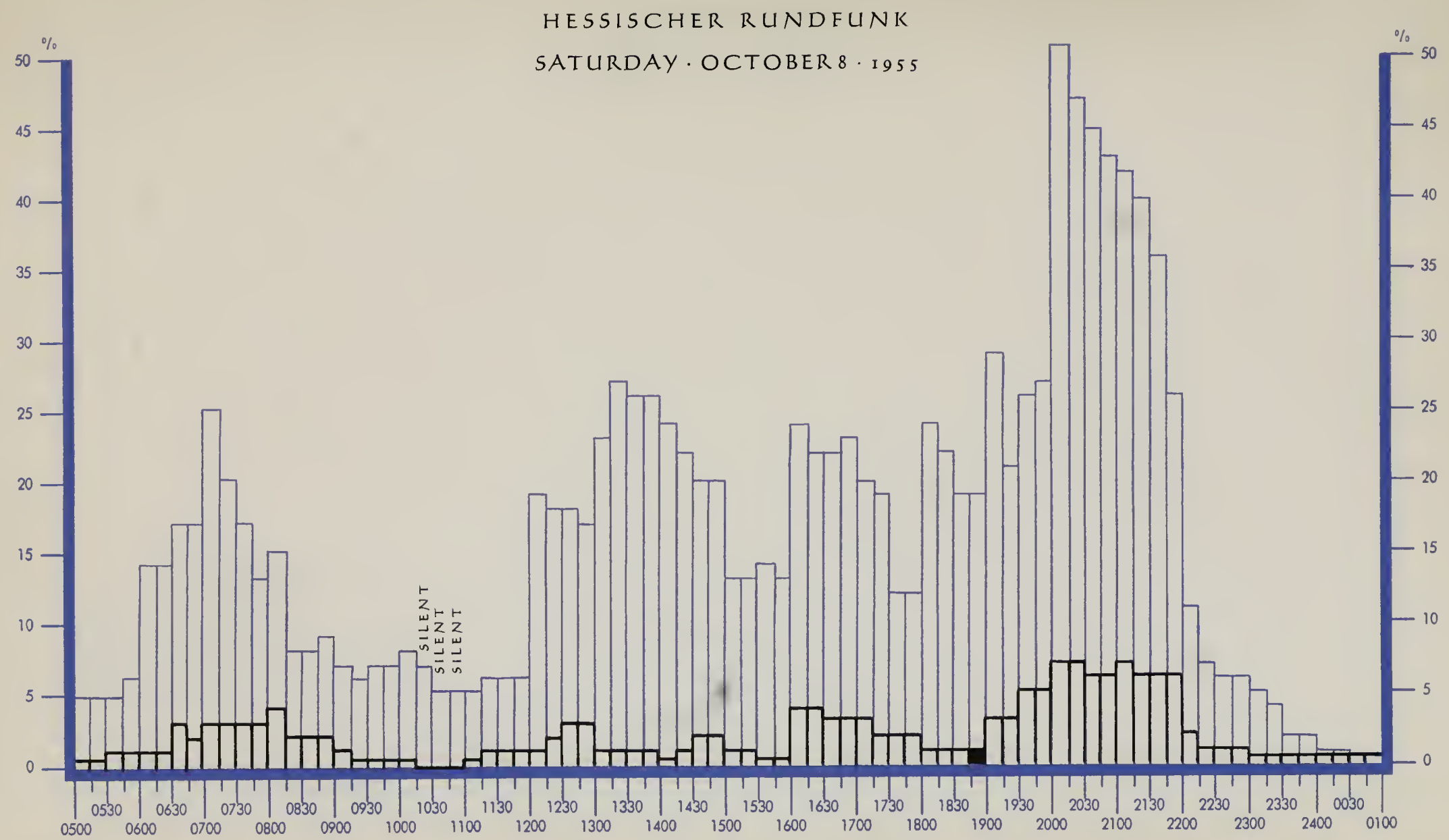

HESSISCHER RUNDFUNK
SATURDAY · OCTOBER 8 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 33

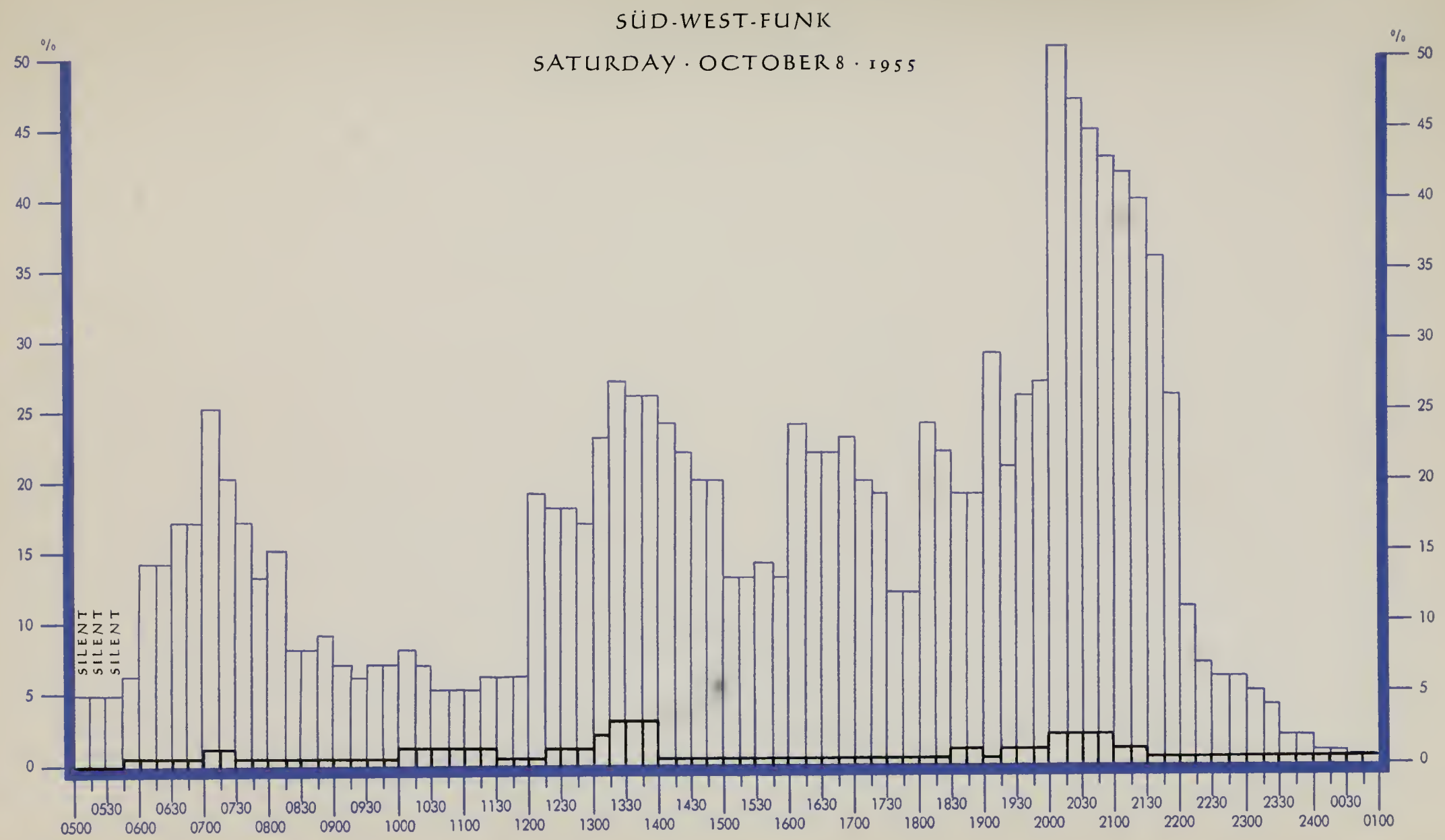

SÜD-WEST-FUNK
SATURDAY · OCTOBER 8 · 1955
%
50
45
40
35
30
25
20
15
10
5
0
SILENT
SILENT
SILENT
0500 0530 0600 0630 0700 0730 0800 0830 0900 0930 1000 1030 1100 1130 1200 1230 1300 1330 1400 1430 1500 1530 1600 1630 1700 1730 1800 1830 1900 1930 2000 2030 2100 2130 2200 2230 2300 2330 2400 0030 0100

TABLE 34

RADIO-STUTTGART

SATURDAY · OCTOBER 8 · 1955

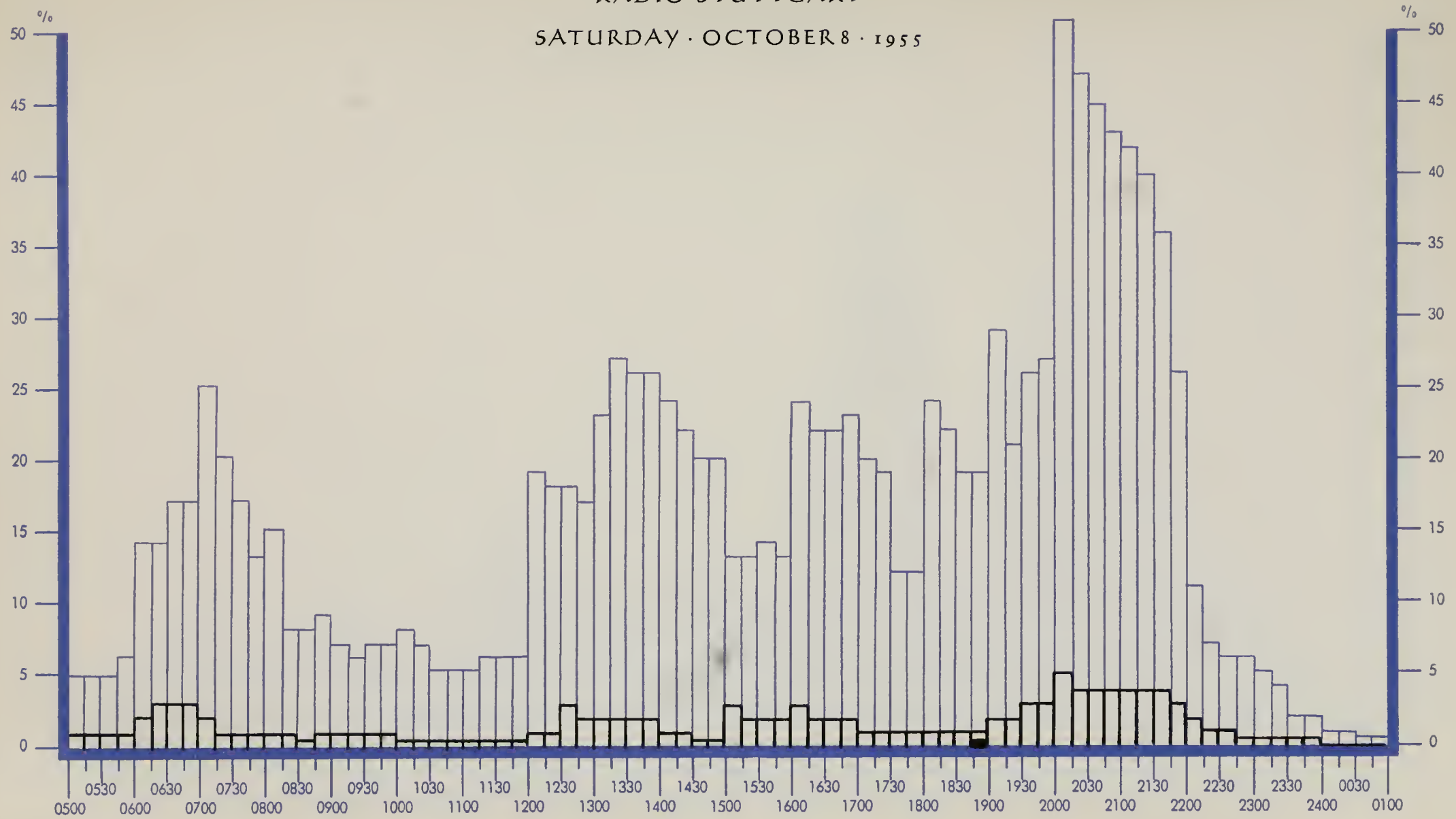


TABLE 35

RADIO-STUTTGART

SATURDAY · OCTOBER 8 · 1955

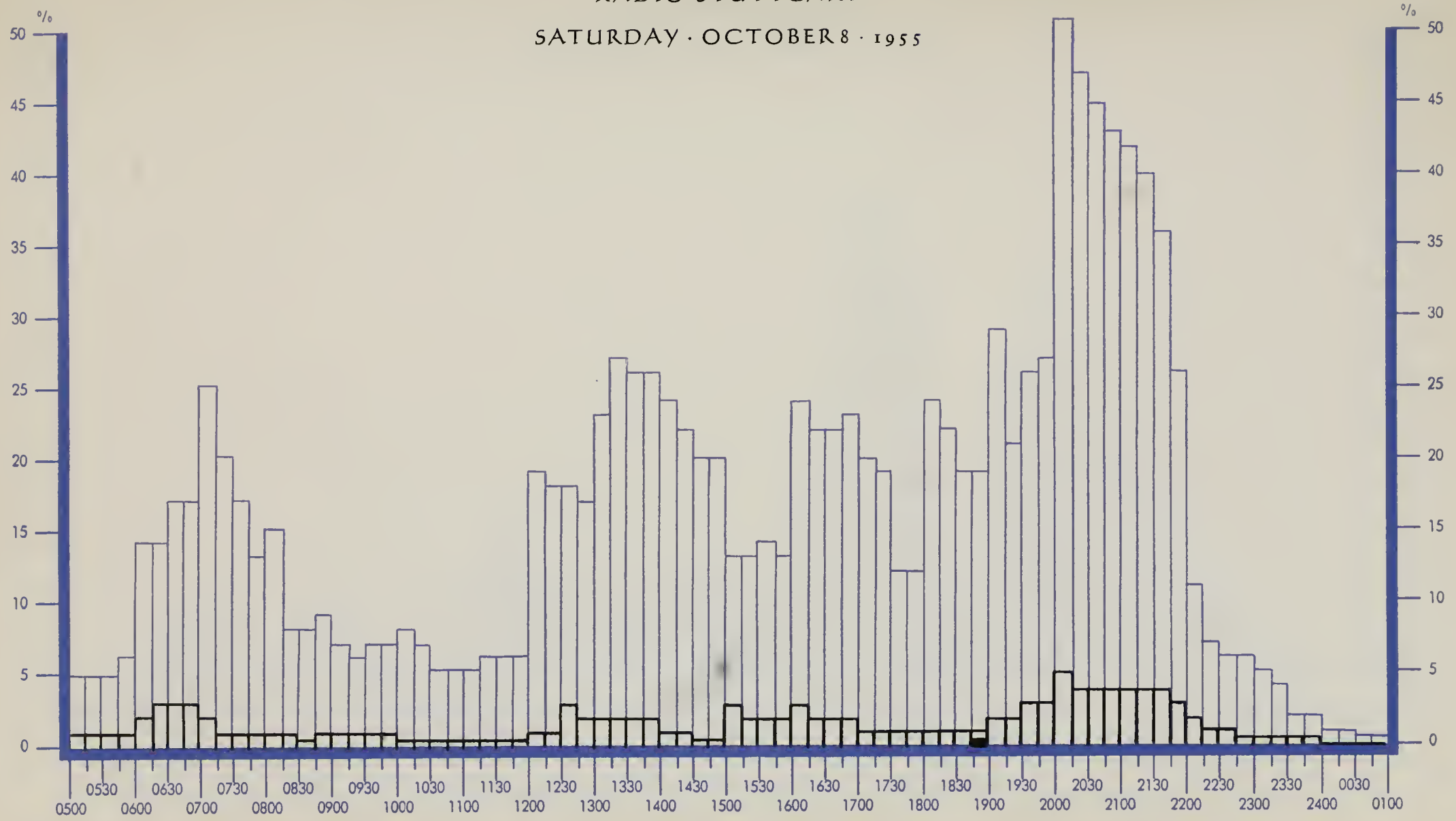


TABLE 35

RIAS

SATURDAY · OCTOBER 22 · 1955

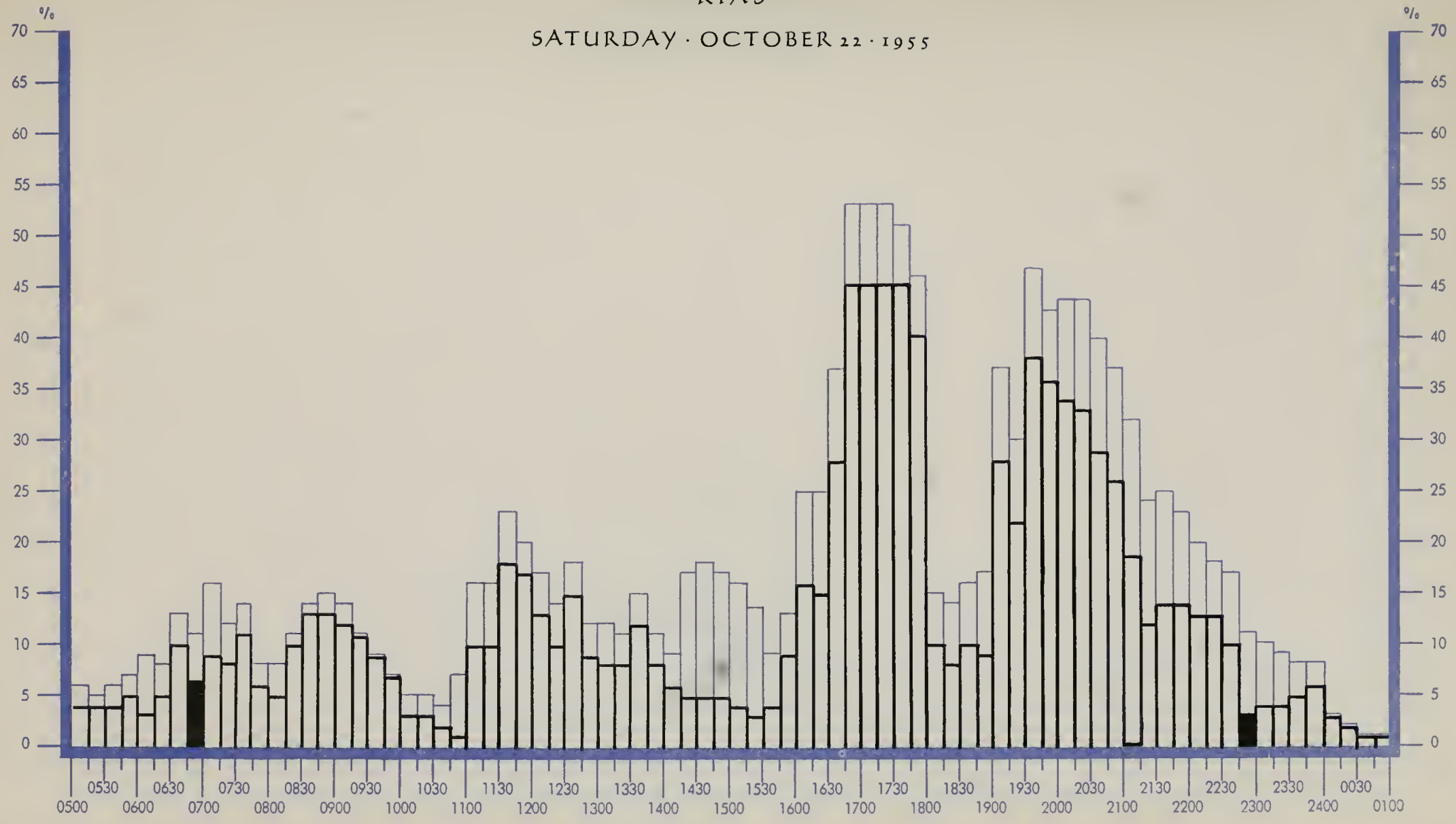


TABLE 36

SENDER FREIES BERLIN

SATURDAY · OCTOBER 22 · 1955

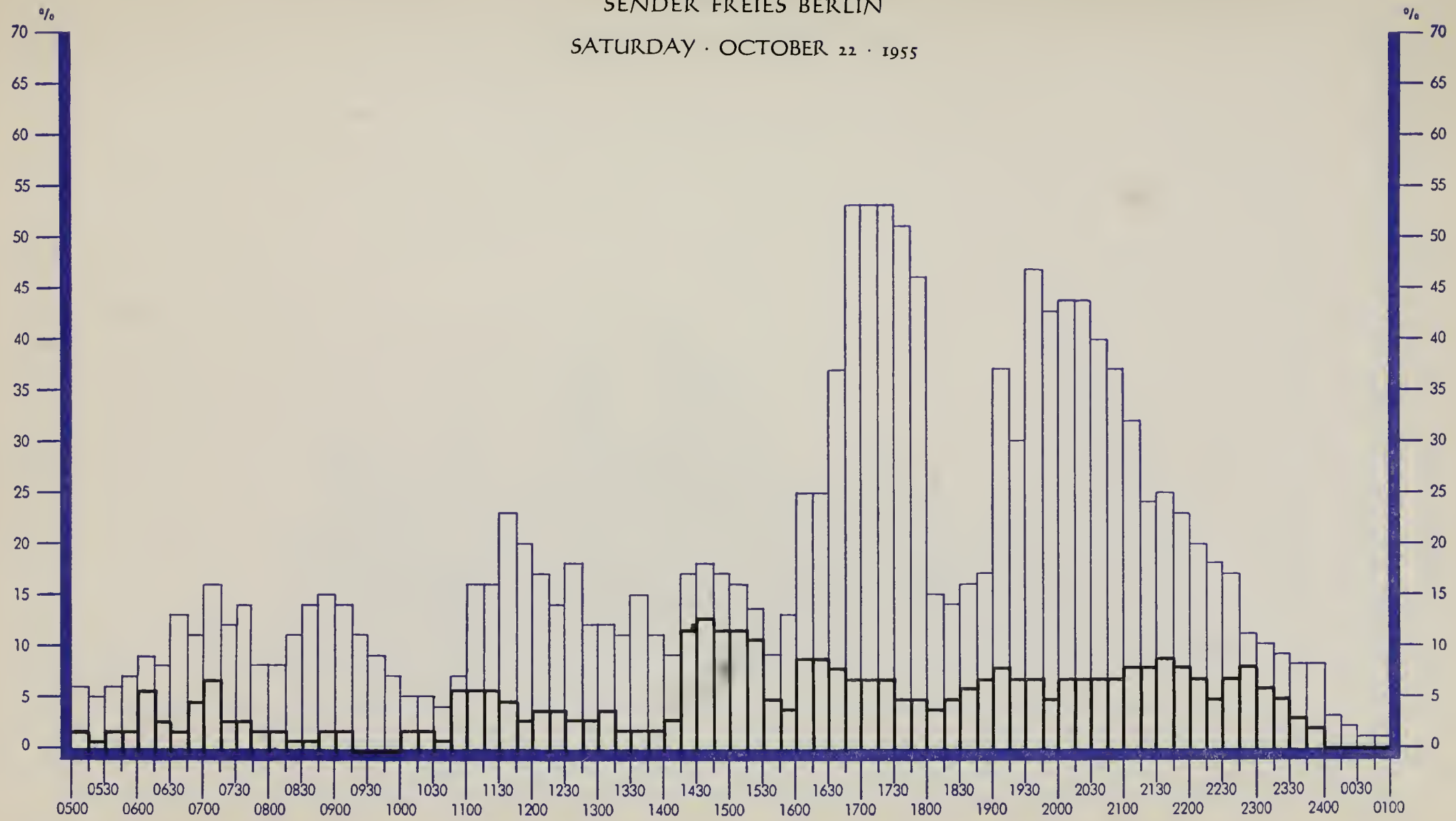


TABLE 36a

NWDR

SUNDAY · OCTOBER 9 · 1955

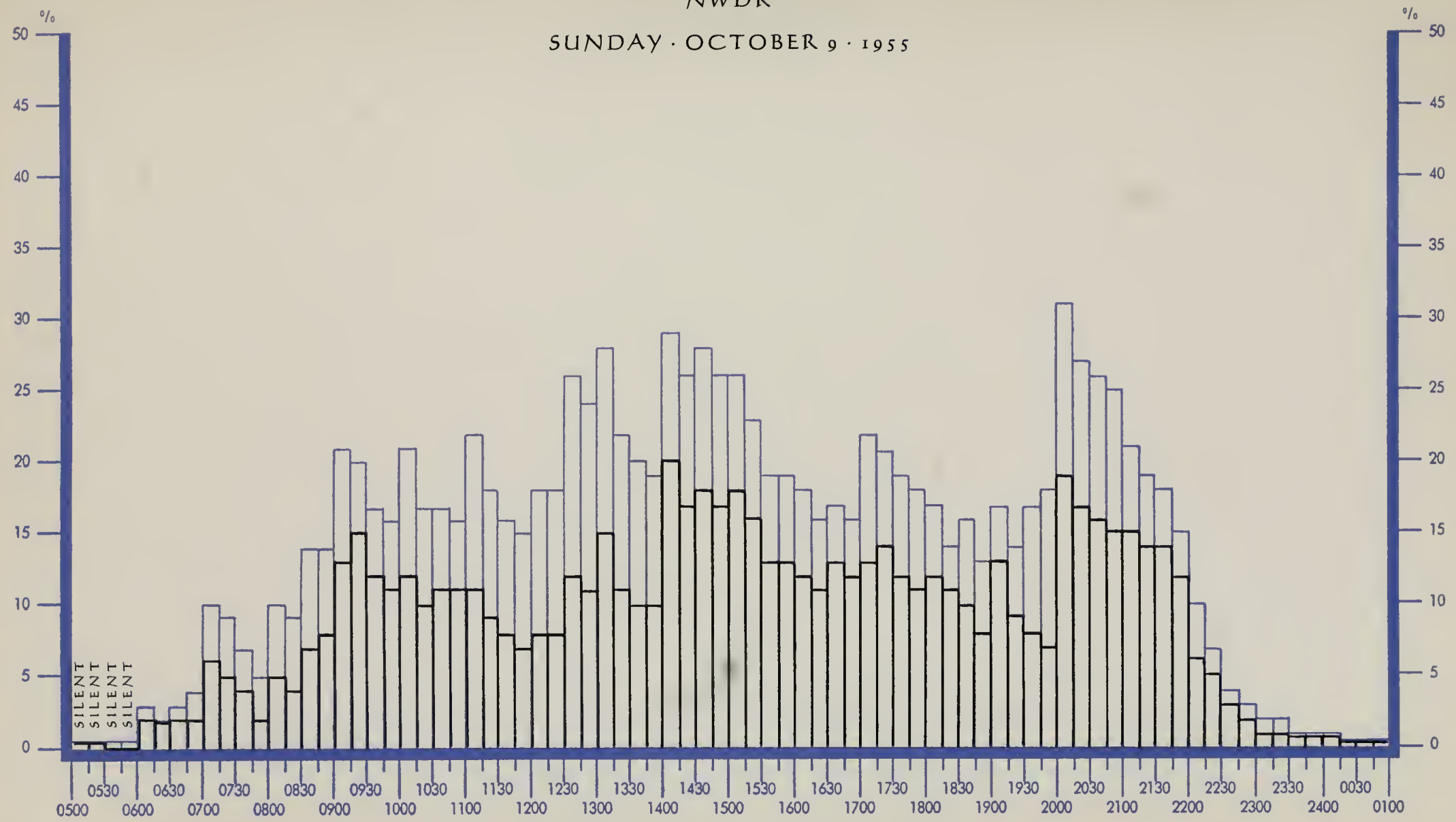


TABLE: 37

RADIO MÜNCHEN

SUNDAY · OCTOBER 9 · 1955

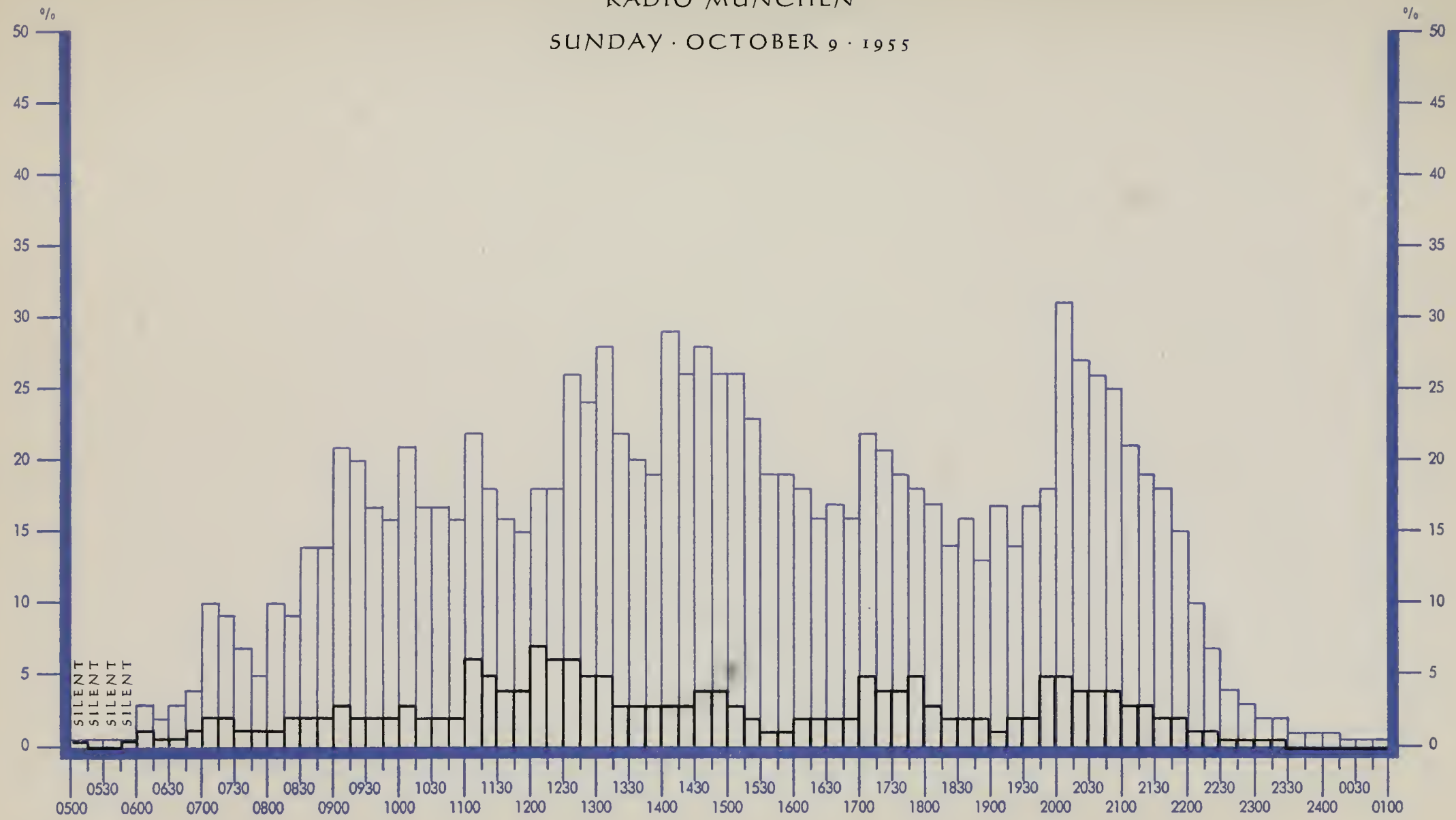


TABLE: 38

HESSISCHER RUNDFUNK

SUNDAY · OCTOBER 9 · 1955

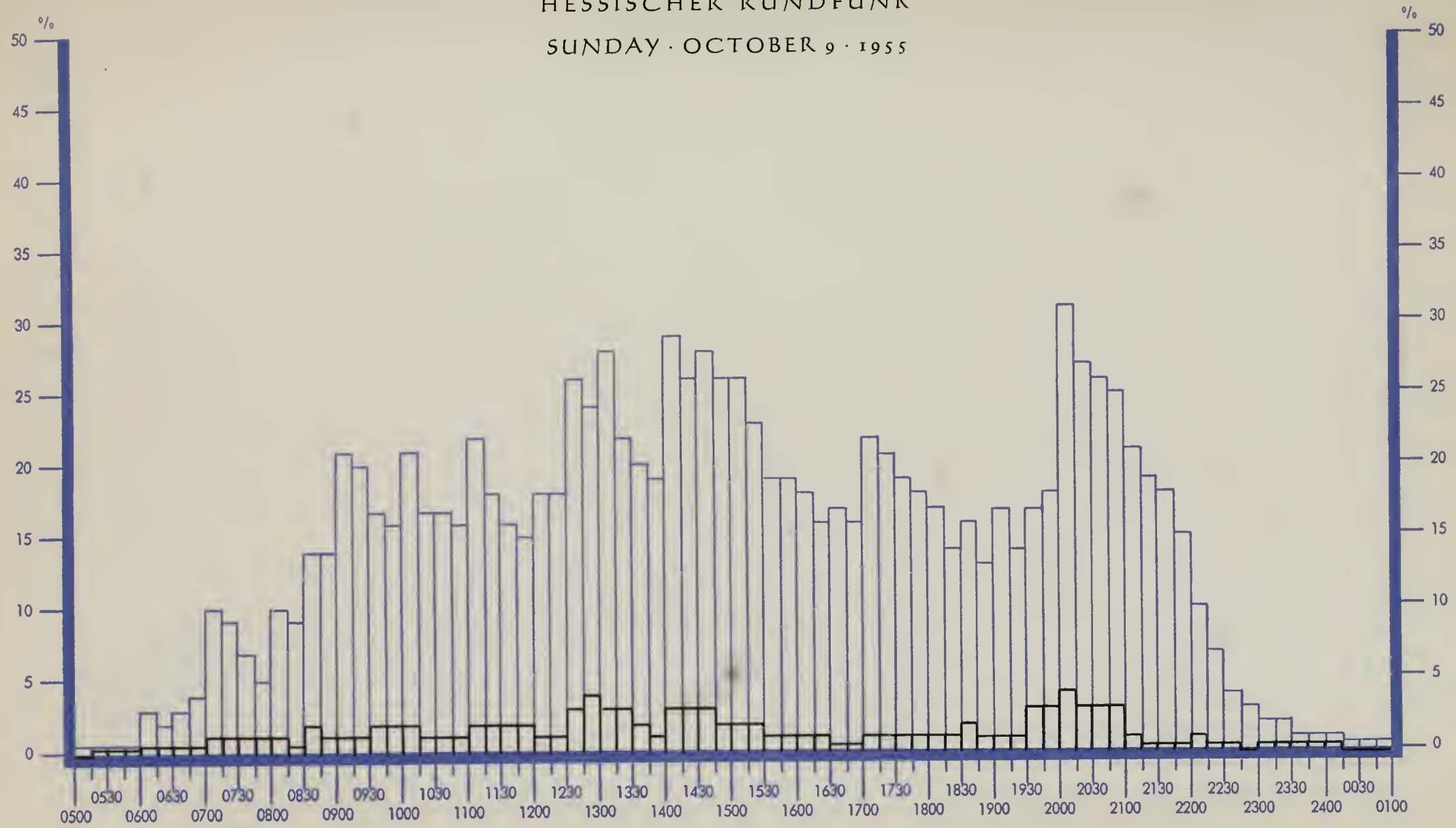
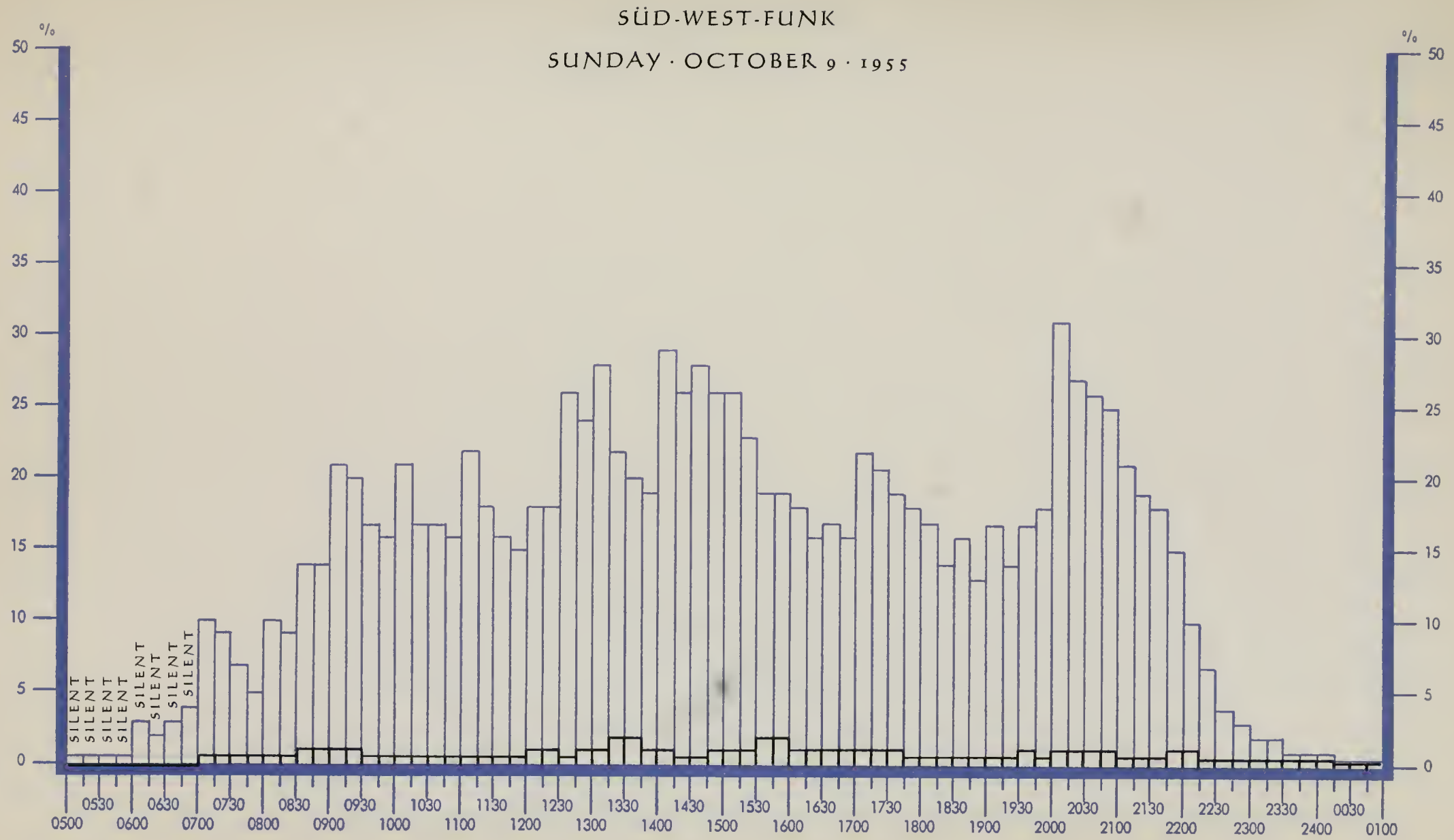


TABLE: 39


SÜD-WEST-FUNK
SUNDAY · OCTOBER 9 · 1955
%
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SILENT
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1730
1800
1830
1900
1930
2000
2030
2100
2130
2200
2230
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2330
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0030
0100

TABLE 40

RADIO-STUTTGART

SUNDAY · OCTOBER 9 · 1955

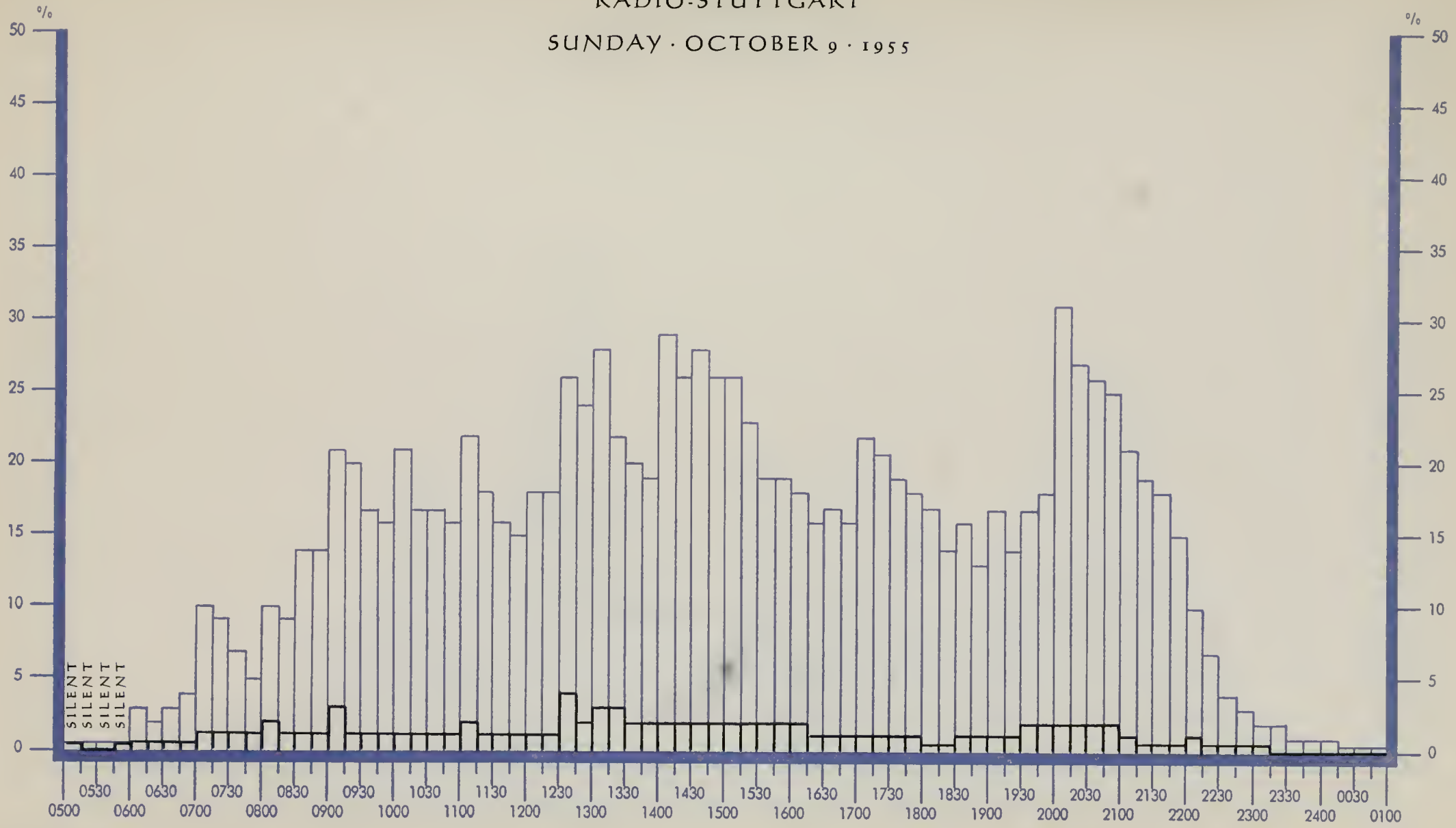

TABLE 41

RIAS

SUNDAY · OCTOBER 23 · 1955

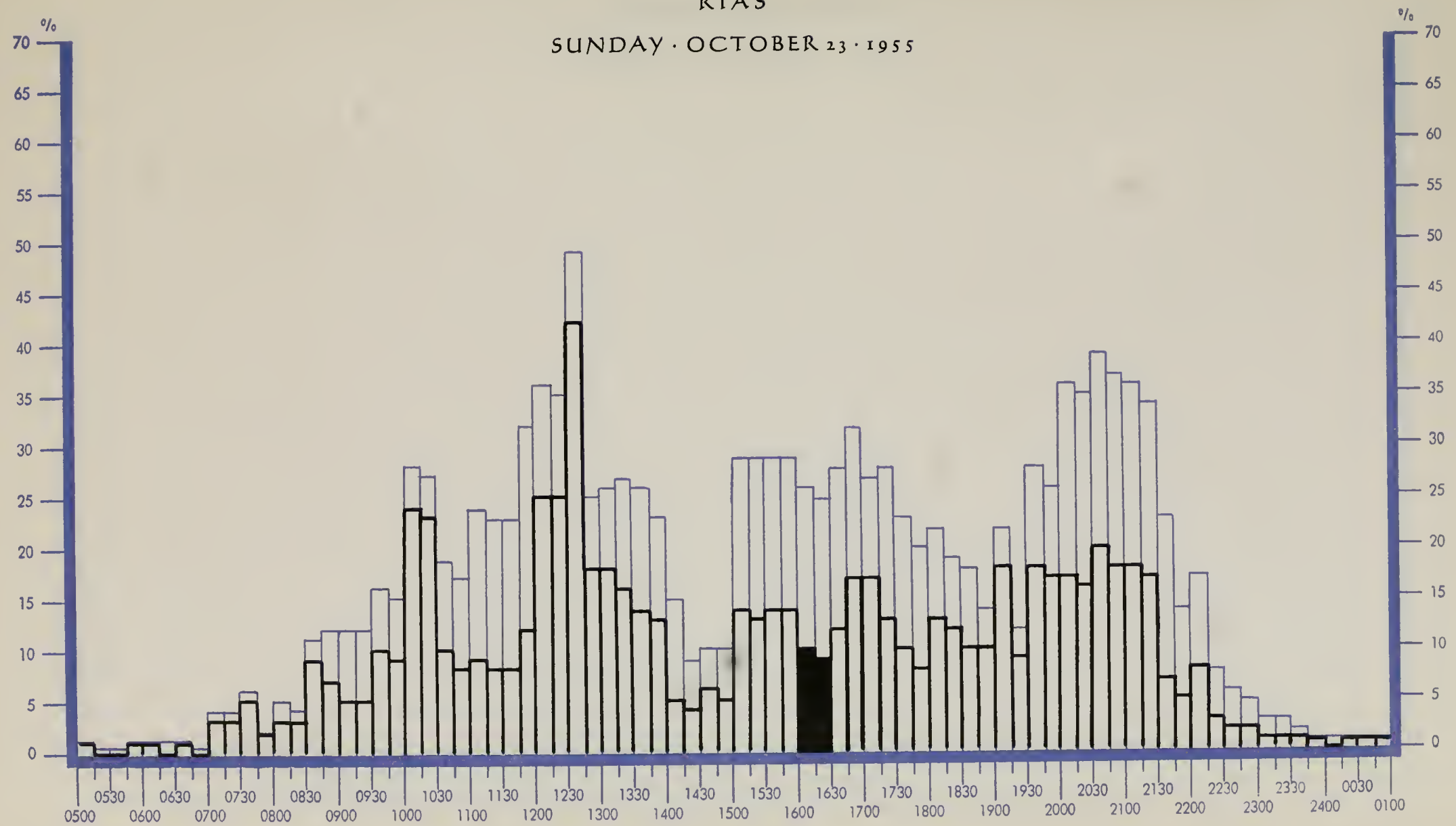

TABLE 42

SENDER FREIES BERLIN

SUNDAY · OCTOBER 23 · 1955

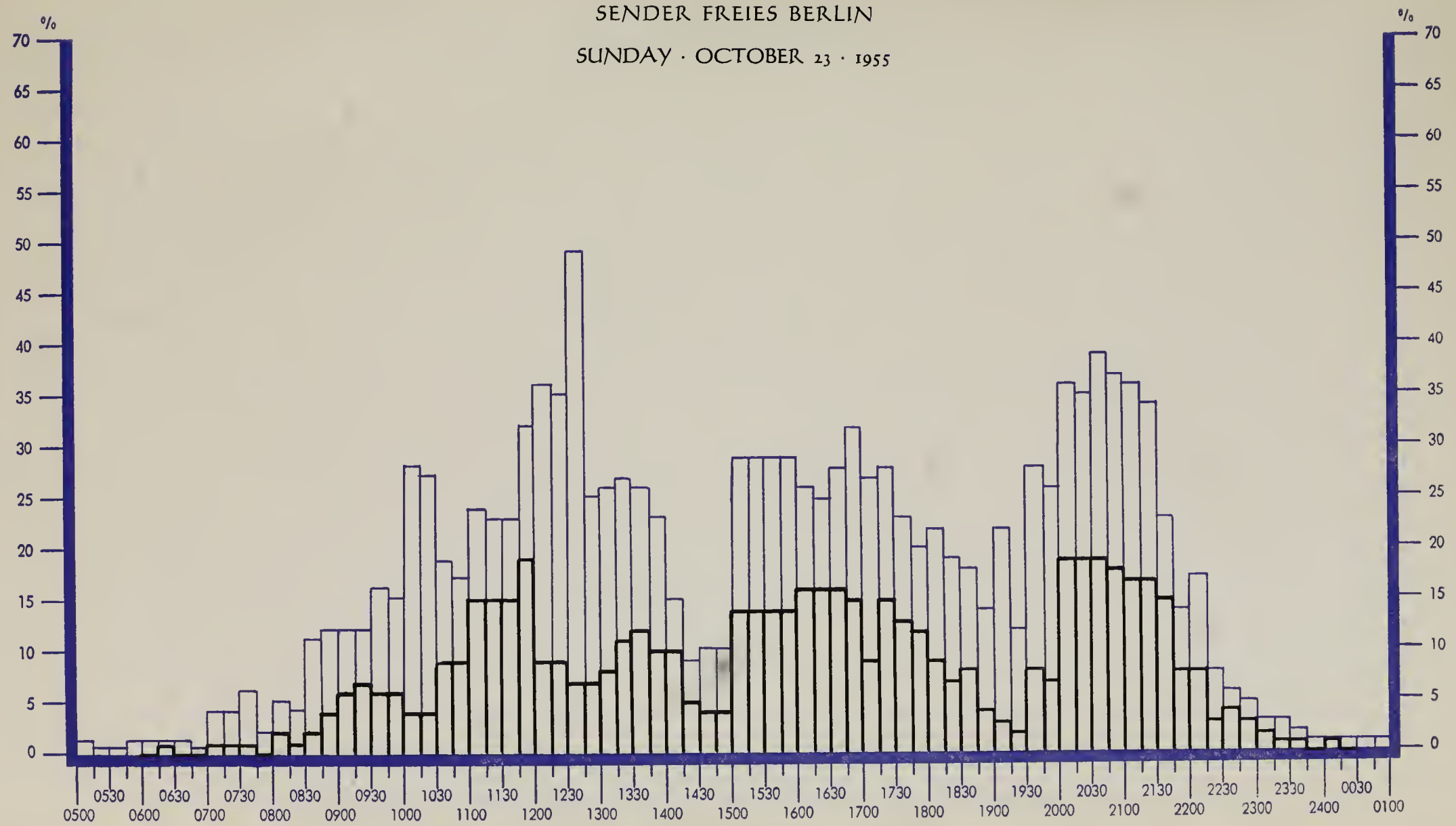

TABLE 42a

UNIVERSITY OF ILLINOIS-URBANA
3 0112 069043930